

EXIT SURVEY REPORT SERIES: ES2023-03

A PROFILE OF OVERNIGHT VISITOR PARTIES TO PEI BY SEASON: RESULTS FROM THE 2023 EXIT SURVEY

Prepared by:

Research and Engagement Division of Tourism PEI
Department of Fisheries, Tourism, Sport and Culture

October 3, 2024

TABLE OF CONTENTS

Contents	Page
EXECUTIVE SUMMARY	1
1. INTRODUCTION	16
1-1. Background of the Study	17
1-2. The Study Purpose	18
2. METHODOLOGY OVERVIEW	19
2-1. Sampling Procedure	20
2-2. Sample Summary	22
2-3. Data Processing	24
2-4. Data Weighting	25
3. TREND IN NUMBER OF VISITORS TO PEI	26
3-1. Same-Day vs. Overnight Visitors to PEI	27
3-2. Same-Day vs. Overnight Visitor Parties to PEI	28
4. TRAVEL MARKET OVERVIEW IN 2023	29
4-1. Overall Market Situation in PEI	30
4-2. Overnight Travel Market in PEI	31
5. WHO VISITS PEI	32
5-1. Origin of Overnight Visitor Parties to PEI	33
5-2. Party Characteristics	35
5-3. Party Composition	37
5-4. Age Composition	39
5-5. Travel Party Size	41
5-6. Gender and Age of Overnight Visitors to PEI	43
5-7. Type of Visitation	45
6. WHY VISITORS COME	47

Contents	Page
6-1. Primary Reason for the Trip to PEI	48
6-2. Primary Features that Attracted	50
7. HOW VISITORS COME	52
7-1. Entry and Exit Points	53
7-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up	54
8. WHERE VISITORS STAY	55
8-1. Primary Destination of the Trip	56
8-2. Trip Duration	57
8-3. Overnight Stays in PEI Region	58
8-4. Average Length of Stay in PEI Region	60
8-5. Overnight Stays in Type of Accommodation	61
8-6. Average Length of Stay in Type of Accommodation	63
8-7. PEI Regions Visited During the Overnight Trip	64
9. WHERE VISITORS GO AND SPEND	65
9-1. Activities Participated in While in PEI	66
9-2. Estimated Total Direct Travel Expenditures	68
9-3. Estimated Average Spending per Party per Visit	71
9-4. Estimated Average Spending per Person per Night	72
10. HOW PEI RATES	73
10-1. Rating of Travel Services	74
10-2. Instance of Complaints	75
10-3. Travel Evaluation and Overall Satisfaction	78
10-4. Future Behavioural Intentions	79
11. DEMOGRAPHIC CHARACTERISTICS	80

EXECUTIVE SUMMARY

Background and Purpose

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- This report presents data collected via the 2023 PEI Travel Survey of Visitors (Exit Survey), from January 1 to December 31, 2023, from only overnight visitors to PEI.
- For analysis purposes, the data was separated into the following five tourism seasons: 1) winter off-season (January 1 - April 30, 2023); 2) spring shoulder season (May 1-June 30, 2023); 3) summer main season (July 1-August 31, 2023); 4) fall shoulder season (September 1-October 31, 2023); and 5) winter off-season (November 1-December 31, 2023).
- The main purpose of this report was to provide a full range of statistics on the volume of overnight visitors to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the overnight visitors.

EXECUTIVE SUMMARY

Trend in Number of Visitors to PEI

- According to the PEI Tourism Volume Model estimation, in 2023, 1.49 million individual travellers visited PEI by way of the three exit and entry points, an increase of 12 percent from the 1.33 million in 2022 and an increase of 0.4 percent from the 1.48 million recorded in 2019.
- Nonetheless, the number of same-day visitors (292,500) in 2023 increased significantly compared to overnight visitors, making up 19 percent of 246,700 same-day visitors in 2022 and 122 percent of 131,800 same-day visitors recorded in 2019. While the ratio of same-day visitors was approximately 7 percent in 2019, it was approximately 20 percent in 2023.
- Looking at the trend in visitor parties to PEI, it is quite similar to that of individual visitors. It was estimated that a total of 565,400 travel parties visited PEI through the three exit and entry points in 2023, an increase of 10 percent from the 512,500 in 2022 and an increase of 9 percent from the 519,400 in 2019.
- The number of same-day visitor parties (114,000) in 2023 increased significantly compared to overnight visitors, making up 18 percent up of 96,800 same-day visitor parties in 2022 and 160 percent of 43,900 same-day parties in 2019.

EXECUTIVE SUMMARY (cont'd)

Travel Market Overview in 2023

- In total, approximately 451,400 travel parties (80% of all visitor parties) stayed at least one night on PEI in 2023. Same-day visitor parties accounted for 20 percent or 114,049 of total travel parties.
- Eighty-seven percent of overnight travel parties primarily visited PEI for pleasure purposes. About nine percent visited for business purposes and approximately five percent visited for other purposes.
- Approximately 40 percent of overnight parties visited PEI during the summer main season (July and August), 18 percent visited in the fall shoulder season (September-October), and 17 percent visited during the spring shoulder season (May-June). Approximately 17 percent visited during the January-April winter off-season and ten percent visited in the November-December winter off-season.

Who Visits PEI

- Of all overnight travel parties, approximately 92 percent of parties were from Canada, seven percent were from the United States, and two percent were from other international markets (i.e. a country other than the United States and Canada).

EXECUTIVE SUMMARY (cont'd)

Who Visits PEI (cont'd)

- The geographic markets that made up the greatest proportion of overnight visitor parties were New Brunswick (33%), Nova Scotia (27%), Ontario (17%), and Quebec (10%). In the two winter off-seasons (January-April and November-December), nearly three-quarters (72%) of overnight parties were from New Brunswick and Nova Scotia.
- In terms of travel party characteristics, 41 percent of overnight visitor parties travelled to PEI with their spouse/partner (two people), 16 percent were single travellers, and 15 percent travelled to PEI as a family (including children under 18).
- Looking at party composition, the majority (81%) of overnight travel parties were comprised of only adults. In the fall shoulder season, 94 percent of overnight parties included only adults. The main season had the greatest percentage of families/adults with children (32% of parties who visited during this season).
- Regarding age composition of overnight travel parties, about 47 percent of overnight visitor parties were comprised of adults aged 55 and over, approximately 11 percent were between the ages of 35 and 54, and seven percent of parties were comprised of young adult travellers (aged 18 to 34).

EXECUTIVE SUMMARY (cont'd)

Who Visits PEI (cont'd)

- Approximately 19 percent of overnight visitor parties were families/adults with children and 15 percent of overnight visitor parties were comprised of travellers of varying age generations.
- Over one-half (58%) of overnight visitor parties that visited in the fall shoulder season were comprised of adults aged 55 and over.
- The average party size for overnight visitor parties was 2.77 people. While the average party size was highest during the July-August summer main season at 3.32 people, the average party size was lowest during the November-December winter off-season at 2.05 and the January-April winter off-season at 2.12 people.
- Looking at individual overnight visitors to PEI, overnight visitors were comprised of more females than males (52% versus 48%). This was consistent across seasons.
- Approximately 27 percent were aged 65 and over, 21 percent were between the ages of 55 and 64, 13 percent were between the ages of 45 and 54, and 12 percent were between the ages of 35 and 44. Overall, approximately 14 percent were under the age of 18 and 14 percent were between the ages of 18 and 34.

EXECUTIVE SUMMARY (cont'd)

Who Visits PEI (cont'd)

- Overall, approximately 78 percent of overnight parties had previously visited PEI. The majority of these parties had last visited PEI recently: 36 percent had last visited earlier in the same year of the trip in which they were surveyed, and 29 percent had last visited one year ago.
- On average, repeat visitors had visited PEI approximately 5 times in the past five years, suggesting annual visits for some parties.
- Overnight travel parties who visited during the two winter off-seasons had visited an average of 6.88 times (November-December winter off-season) and 6.19 times (January-April winter off-season) in the past five years.
- Those who visited in the July-August summer main season had the smallest rate of repeat visitation (3.95 times).

EXECUTIVE SUMMARY (cont'd)

Why Visitors Come

- Approximately 87 percent of overnight visitor parties primarily visited PEI for pleasure purposes. While nine percent visited for business purposes and five percent visited for other purposes. Business travel was least common during the summer main season and was most prevalent in the January-April winter off-seasons.
- About 40 percent of overnight visitor parties indicated that they travelled to PEI for a holiday or vacation, 20 percent travelled to PEI primarily to visit friends and/or relatives, and 15 percent travelled to PEI for a short getaway. These were the most popular reasons for travelling to PEI in all seasons with the exception of the two winter off-seasons. In these winter off-seasons, the majority of overnight visitor parties had travelled to PEI to visit friends and/or relatives or for business purposes.
- Excluding other features, approximately 20 percent of overnight visitor parties were attracted to PEI by beaches and coastline. The natural beauty and pastoral settings (18%), restful and relaxing place (16%), festivals and events (6%), culinary/food-related experiences (4%), outdoor activities (4%), and World of Anne of Green Gables and Lucy Maud Montgomery attractions (4%) attracted other overnight visitor parties to PEI.
- Approximately 21 percent of overnight visitor parties indicated they were primarily attracted to PEI by “other” features. The majority of items specified in this category were family-related, including reunions, funerals, weddings, former residents visiting their home province, and sports tournaments. Work/business purposes, including attending a conference or convention, were also a popular response in the “other” category.

EXECUTIVE SUMMARY (cont'd)

How Visitors Come

- Approximately 76 percent of overnight visitor parties entered and exited PEI via the Confederation Bridge, eight percent flew in and out of PEI, and four percent used the ferry service between PEI and Nova Scotia to enter and exit the province. Approximately eleven percent used a combination of bridge and ferry, and two percent used a combination of air and bridge/ferry.
- Approximately 12 percent of overnight parties used a rental car while on PEI. Approximately 34 percent of those who used a rental car picked up the vehicle on PEI while 40 percent picked up the vehicle in Nova Scotia and 20 percent picked it up in New Brunswick.

Where Visitors Stay

- The majority (87%) of overnight travel parties indicated that PEI was the primary destination of the trip. In the spring shoulder, main season, and fall shoulder season, PEI was the primary destination of the trip for over 84 percent of overnight visitor parties. By contrast, PEI was the primary destination of the trip for over 91 percent of overnight parties who visited PEI during the two winter off-seasons.

EXECUTIVE SUMMARY (cont'd)

Where Visitors Stay (cont'd)

- On average, overnight visitor parties were away from their home for 7.11 nights. They spent an average of 4.46 nights on PEI. The average length of stay was more than five nights in the summer main season (5.16 nights) and was less than four nights in the two winter off-seasons.
- Overnight parties spent some nights in Nova Scotia (average of 0.94 nights) and New Brunswick (0.66 night), as well as other places.
- The most popular tourism regions for overnight stays were the Greater Charlottetown Area and the Green Gables Shore region. Approximately 40 percent of overnight visitor parties stayed at least one night in the Greater Charlottetown Area and 34 percent of total accumulated nights on PEI were spent in this region. Approximately 25 percent of overnight visitor parties stayed at least one night in the Green Gables Shore region, accounting for 30 percent of total accumulated nights on PEI.
- With respect to total accumulated nights on PEI, approximately 14 percent of nights stayed were spent in the Points East Coastal Drive region, and 10 percent were spent in Summerside. Approximately six percent of nights stayed were spent in the North Cape Coastal Drive region and five percent were in the Red Sands Shore region.

EXECUTIVE SUMMARY (cont'd)

Where Visitors Stay (cont'd)

- Those who stayed in the rural regions of PEI stayed longer in those regions compared to those who stayed in the Greater Charlottetown Area or Summerside. The average length of stay in the Greater Charlottetown Area was 3.22 nights while the average length of stay in Summerside was 3.23 nights (among those who stayed overnight in the regions). The average length of stay in the rural regions ranged from 3.72 nights in the North Cape Coastal Drive region to 4.71 nights in the Green Gables Shore region.
- Parties stayed in a variety of accommodation types while on PEI, the most popular types were hotel, motel or resort (34% of parties stayed at least one night in this accommodation type), home of friends or relatives (20%), cottage or cabin (19%), and campground or RV park (11%). In the winter off-seasons, over half (51%) of overnight visitor parties stayed at least one night at the home of friends or relatives.
- Though many parties stayed overnight in an inn and hotel, motel or resort, the average length of stay in these accommodation types were relatively short at 2.69 and 2.92 nights, respectively. Those who stayed at their own property, such as a second home or cottage, had the longest average length of stay at 8.78 nights, followed by those who stayed at a campground or RV park (5.52 nights), and cottage or cabin (5.31 nights).

EXECUTIVE SUMMARY (cont'd)

Where Visitors Stay (cont'd)

- The Greater Charlottetown Area was the most popular region for visitation among overnight visitor parties (72% of overnight parties visited the region), followed by the Green Gables Shore region (53%), Summerside (37%), the Points East Coastal Drive region (32%), the Red Sands Shore region (29%) and the North Cape Coastal Drive region (22%).
- Note, a “visit” is defined as staying overnight, dining, visiting an attraction, or participating in an activity in the region, and does not include those travelling through the region only.

EXECUTIVE SUMMARY (cont'd)

What Visitors Do

- Overnight visitor parties participated in a variety of activities while they were on PEI.
- Going to a full-service restaurant was the most popular activity among overnight visitor parties, with 58 percent of overnight parties taking part in this activity during their trip to PEI. This was one of most popular activities among overnight visitor parties during all seasons except the two winter off-seasons; in these seasons, visiting friends/relatives was the most popular activity engaged in.
- Over the full-year, other popular activities included driving tour (scenic drives/views) (56%), going to a beach (49%), shopping for local crafts, souvenirs or antiques (46%), sightseeing, appreciating pastoral or rural settings (42%), shopping for general merchandise (41%), sampling local culinary products (40%), visiting friends and/or relatives (39%), visiting a national or provincial park (38%), seeing natural wonders (33%), visiting historic/heritage sites or cultural attractions (25%), visiting Anne of Green Gables related attractions (19%), using the Confederation trail or other trails (16%), going to a museum or art gallery (13%), attending a festival, event, or concert (12%), participating in natural-based outdoor activities (10%), and attending a live performance/entertainment (10%).

EXECUTIVE SUMMARY (cont'd)

What Visitors Spend

- Total direct expenditures by overnight visitor parties are estimated at more than \$822 million. The majority (53%) of expenditures occurred during the main season (\$439 million). The fall shoulder season accounted for the second-highest proportion of expenditures at \$139 million (17% of total expenditures).
- Overnight visitor parties spent an average of \$1,822.36 per party per visit on PEI. This spending was highest among those who visited during the main season (\$2,458.13) and lowest by those who visited either during the January-April winter off-season and the November-December winter off-season or (\$932.16 and \$1,026.47, respectively).
- The items that accounted for the greatest proportion of per party per visit spending were accommodations (\$694.44; 38.1%), food and beverage at restaurants, bars, etc. (\$344.35; 18.9%), shopping (\$188.52; 10.3%), vehicle operation (\$163.09; 8.9%), food and beverage at stores (\$141.33; 7.8%), and recreation and entertainment (\$110.33; 6.1%).

EXECUTIVE SUMMARY (cont'd)

How PEI Rates

- Visitors were asked to rank various PEI travel services. Overnight visitor parties were pleased with aspects of their trip to PEI including the quality of customer service (93%), cleanliness and sanitary conditions (92%), restaurant (92%), accommodation (89%), variety of things to see and do (88%), transportation (85%), and prices of goods and services (69%).
- The ratings for these items were greater than four on a five-point scale from one (very poor) to five (excellent). "quality of customer service" received an overall average rating of 4.52 on the same scale. "Prices of goods and services" received a lower rating but still favourable at 3.87.
- Overnight travel parties who visited PEI during the May-June spring shoulder were the most likely to have had a complaint (10%) while overnight parties who visited during the January-April winter off-season were the least likely to have had complaints (7%).
- Only eight percent of overnight visitor parties indicated they experienced a problem or had a complaint about their trip to PEI. An opportunity was provided to respondents to provide details of their problem or complaint.

EXECUTIVE SUMMARY (cont'd)

How PEI Rates (cont'd)

- Responses generally related to eight main categories: (1) seasonal closures; (2) high costs including the Confederation Bridge, expensive accommodations, food, car rentals, and overall inflated prices for tourists; (3) Air Canada issues, including delayed or canceled flights, lost luggage, and general dissatisfaction with air travel to and from PEI; (4) accommodation problems, including poor quality lodgings, unclean or outdated accommodations, etc.; (5) tourism experience such as overly commercialized attractions like Avonlea Village, the lack of signage and poor road conditions, etc.; (6) accessing health care and wheelchair accessibility; (7) weather; and (8) customer service such as rude or inattentive services, unwelcoming, etc.
- These issues highlight the main areas where visitors felt their experiences in PEI could be improved.
- Despite the complaints regarding prices and taxes, 88 percent of overnight visitor parties agreed that their trip to PEI was good value for money spent. Approximately 96 percent of parties agreed that their trip to PEI was a good way to spend their time. Ninety-five percent of overnight visitor parties indicated they were satisfied with their trip to PEI and PEI was a safe and hygienic destination.
- Overall, 94 percent of overnight travel parties agreed they would visit PEI again and 95 percent indicated they would recommend PEI as a travel destination to others.

Contents	Page
1. INTRODUCTION	16
1-1. Background of the Study	17
1-2. The Study Purpose	18

1-1. Background of the Study

- A visitor exit survey is a tool used to profile visitors and estimate their impact on a destination. It can capture visitor demographics and trip characteristics such as travel party size and composition, the purpose of their trip, regions visited, length of stay, type of accommodation used, activities participated in, expenditures, and trip evaluation.
- Prince Edward Island ("PEI") has been conducting exit surveys since 1979 with the last study conducted in 2018 and 2019 during the period from July 1, 2018 to June 31, 2019 (the "study period").
- The 2023 PEI Travel Survey of Visitors (Exit Survey) covered full twelve months from January 1 to December 31. Specifically, data presented in this report is for overnight visitors during the study period to profile their travel related behaviours in PEI.
- For analysis purposes, the data was separated into the following five tourism seasons:
 - Winter off-season (January 1 - April 30, 2023);
 - Spring shoulder season (May 1 - June 30, 2023);
 - Summer main season (July 1 - August 31, 2023);
 - Fall shoulder season (September 1 - October 31, 2023); and
 - Winter off-season (November 1 - December 31, 2023).

1-2. The Study Purpose

- The main purpose of this report was to provide a full range of statistics on the volume of overnight visitors to PEI during the study period (2023) and detailed characteristics of their trips such as purpose of trip, travel party size and party composition, PEI regions visited, activities participated in, travel expenditures, evaluation of trip, and demographic information about the overnight visitors.
- The survey pursued seven broad objectives:
 - To update existing historical information on overnight visitors to PEI,
 - To collect critical data to measure the overall importance of tourism in PEI,
 - To gather information regarding overnight visitor behaviours,
 - To identify key market segments of overnight visitors to PEI, and
 - To enhance our knowledge and understanding of tourism (in general, and for PEI).

Contents	Page
2. METHODOLOGY OVERVIEW	19
2-1. Sampling Procedure	20
2-2. Sample Summary	22
2-3. Data Processing	24
2-4. Data Weighting	25

2-1. Sampling Procedure

Target Population

- Mail-back questionnaires were distributed to non-resident visitors on PEI during the study period (January 1st to December 31st, 2023) as they exited PEI via the Charlottetown Airport, the Confederation Bridge, or the Wood Island's ferry terminal.
- The target population did not include cruise ship passengers and crew members, motor coach tourists, refugees, landed immigrants, or military Canadian residents.

Mail-back Questionnaire

- A representative of survey staff approached departing non-resident visitors at the Charlottetown Airport and drivers of non-PEI vehicles (based on their motor vehicle inspection sticker) at the Confederation Bridge and the Woods Island ferry terminal, explained the research study, and asked the individual if they would be willing to participate. If they agreed to participate, the individual was provided with a package containing the mail-back questionnaire.
- Responding to the survey was voluntary.

2-1. Sampling Procedure (cont'd)

Online Survey

- The survey package included a web address for the online version of the survey. Individuals who received the survey package had the option of completing the hard-copy questionnaire or the online version. Both versions of the survey were available in English and French.
- Tourism PEI also sent an email invitation to non-residents who requested PEI travel information between November 2022 and October 2023 and took the ferry when visiting PEI in 2023.
- To better capture respondents who took the ferry when visiting PEI, the 2023 customer list provided by the Northumberland Ferries Limited (NFL) was also used to invite participants to take part in the online survey.

2-2. Sample Summary

Samples Collected and Used

- In total, 14,055 surveys were collected. Among these, 10,340 surveys (73.6%) were used to analyze the data for the 2023 exit survey.
- Of these 10,340 surveys, 46 percent were mail-back surveys and 54 percent were online surveys.
- Among these, 9,607 samples (92.9%) were overnight visitors and used for this study report.

	Surveys Collected		Surveys Used		Use Rate
	<i>N</i>	%	<i>N</i>	%	%
Mail-back Survey	4,794	34.1%	4,760	46.0%	99.3%
Online Survey	9,261	65.9%	5,580	54.0%	60.3%
Total	14,055	100.0%	10,340	100.0%	73.6%

2-2. Sample Summary (cont'd)

Sample Size and Margin of Error

- The margin of error associated with the total sample and the specific sub-groups used (i.e. tourism season) in this report is summarized in the Table below. In terms of statistical accuracy, the actual margin of error for each market will vary slightly due to minor variations in the sample size.
- Overall, a sample of this size for overnight visitors has a sampling error of ± 0.99 percent at a 95 percent confidence level. Although the margins of error for the five sub-groups are a bit higher, they are all lower than ± 3.67 . Please note, this is a guideline only. Caution should be applied when interpreting significance testing throughout this report.

	Overnight	
	Sample Size	Margin of Error ^{a)}
2023 Jan-Apr Winter Off-Season	871	± 3.30
2023 May-Jun Spring Shoulder Season	1,768	± 2.30
2023 Jul-Aug Summer Main Season	4,018	± 1.53
2023 Sep-Oct Fall Shoulder Season	2,250	± 2.04
2023 Nov-Dec Winter Off-Season	700	± 3.67
Full-Year (12 months)	9,607	± 0.99

2-3. Data Processing

Data Processing and Error Detection

- All mail-back questionnaires were reviewed manually to determine if they were complete and coherent.
- Data were captured, coded, verified, and then merged with online survey data.
- Electronic verifications were also made to identify any outliers and to correct them.
- Statistical reliability and validity tests, and consistency controls were also conducted during this process.

Data Imputation

- Some data used in the study were imputed. Data imputation was carried out for all the factors above and for strata that were outside the scope of the questionnaire distribution. For these out-of-scope factors, the characteristics of visitors were estimated using the 2012, 2014 and 2018-2019 PEI exit survey data sets.
- Total imputation was also performed for any in-scope factors that received an insufficient number of surveys for some specific segments to meet minimum requirements (a combination of a minimum number of questionnaires and maximum weight) based on the exit point traffic counts.

2-4. Data Weighting

Bias Adjustment

- For estimation purposes, the responses obtained through the questionnaires must be treated as a simple random sample from the total traffic in each stratum (three exit points, by same-day and overnight visitors, by origin and by month).
- The data may be subject to some degree of "*distribution bias*" since not all categories of visitors are represented in the distribution or to a "*non-response bias*" because the individuals replying may not be representative of the visitor population.

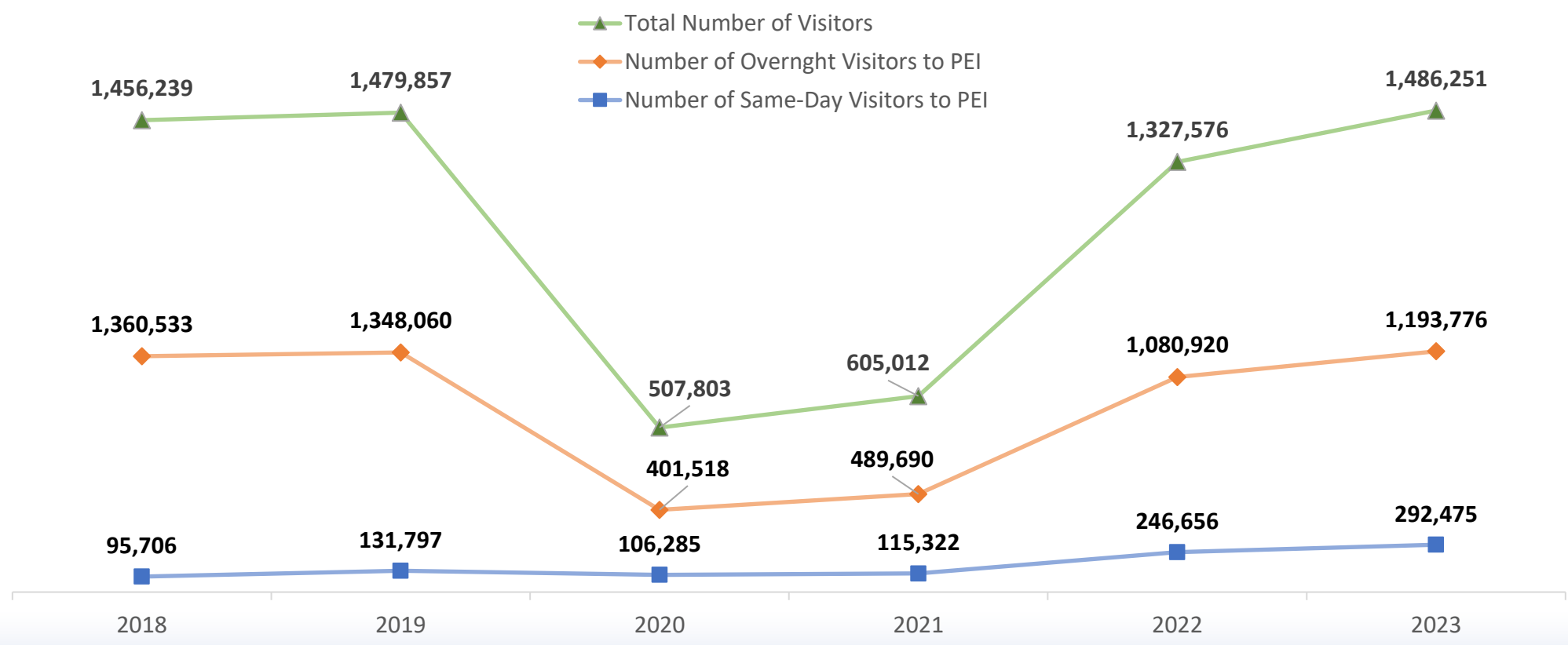
Weighting the Sample

- Weighting techniques used in the estimation process attempt to reduce the effect of biases and were also performed to determine aggregate visitor parties' characteristics.
- The final survey sample was weighted by same-day and overnight visitor parties, three exit points, five tourism seasons, and the 22 origins of visitor parties. This aligns with the total PEI visitor parties within the *PEI Tourism Volume Model*, which utilizes traffic data collected through the three exit points.
- Despite the weighting of the sample to address biases, it is important to note that results may not reflect all actual responses of each party or individuals in the party because the application of the weighting scheme was not based on all survey questions.

Contents	Page
3. TREND IN NUMBER OF VISITORS TO PEI	26
3-1. Same-Day vs. Overnight Visitors to PEI	27
3-2. Same-Day vs. Overnight visitor Parties to PEI	28

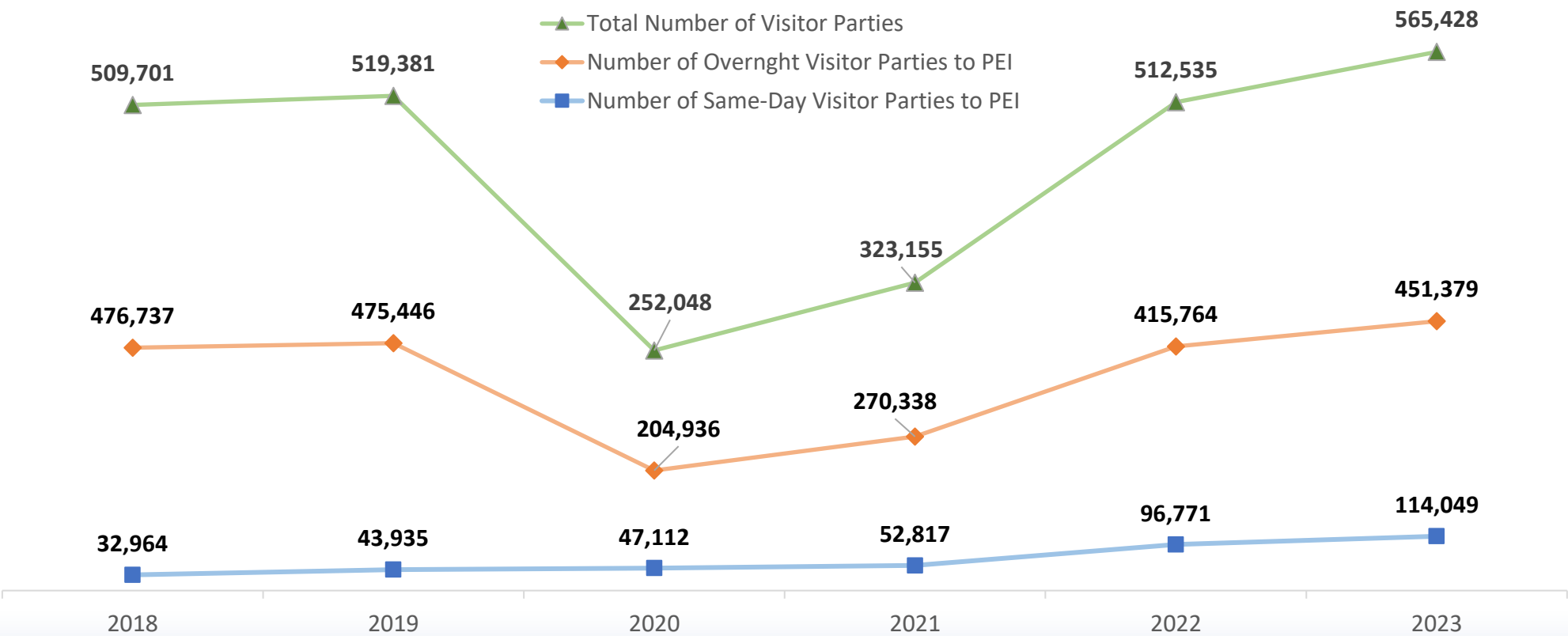
3-1. Same-Day vs. Overnight Visitors to PEI (2018 - 2023)

Figure 1: Trend in Same-Day and Overnight Visitors to PEI (2018 - 2023)
(From the Three Exit Points)



3-2. Same-Day vs. Overnight Visitor Parties to PEI (2018 - 2023)

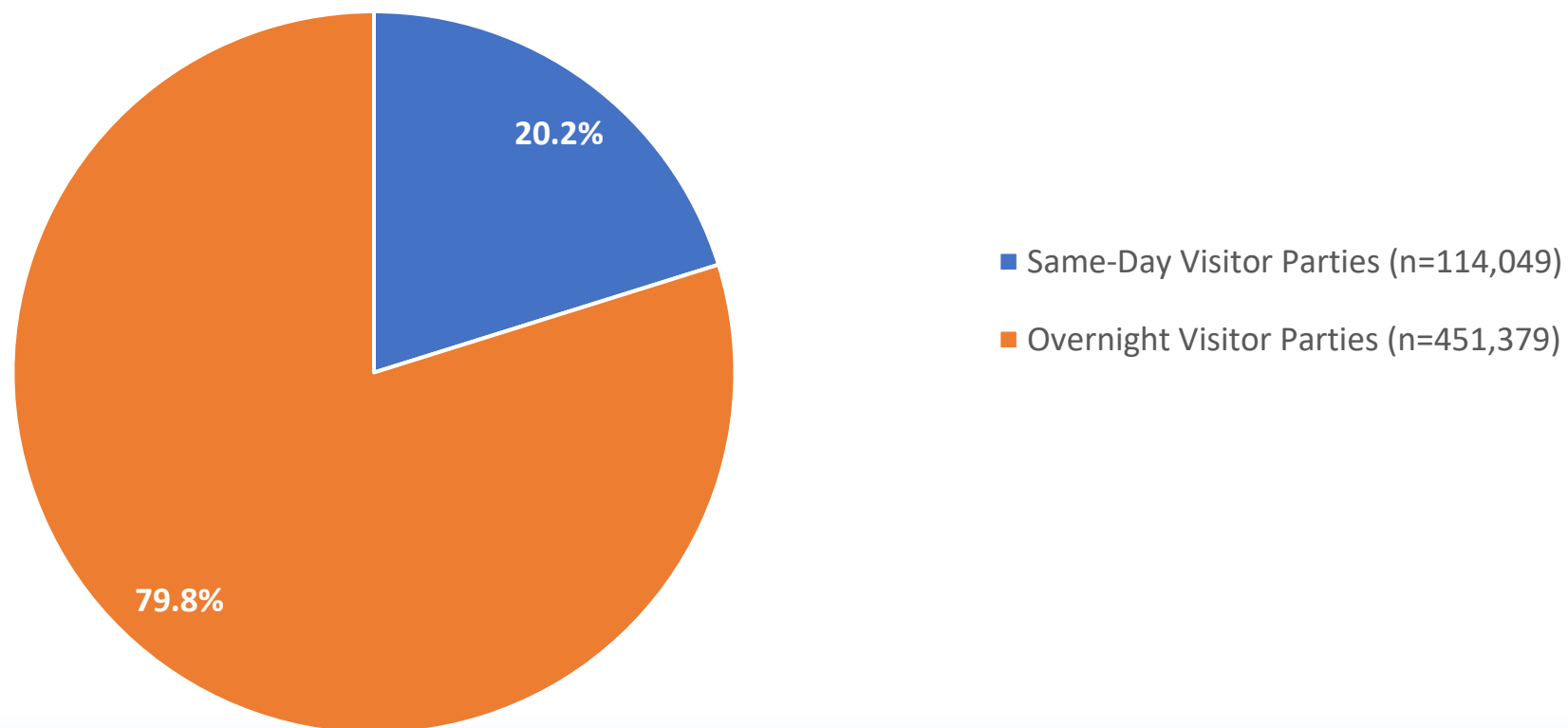
Figure 2: Trend in Same-Day and Overnight Visitor Parties to PEI (2018 - 2023)
(From the Three Exit Points)



Contents	Page
4. TRAVEL MARKET OVERVIEW IN 2023	29
4-1. Overall Market Situation in PEI	30
4-2. Overnight Travel Market in PEI	31

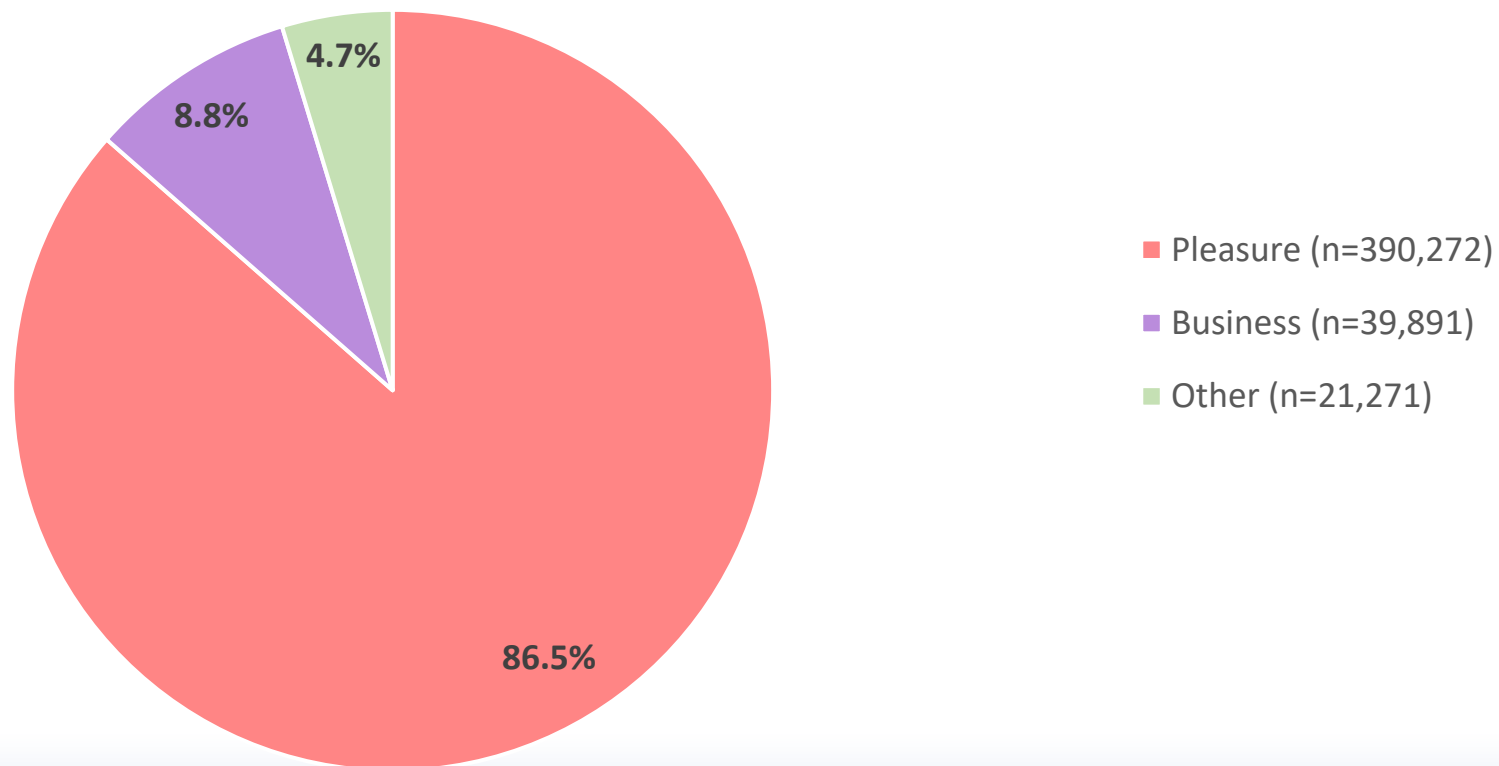
4-1. Overall Market Situation in PEI

Figure 3: Total Travel Market in PEI (2023)
(Total Parties $N = 565,428$)



4-2. Overnight Travel Market in PEI

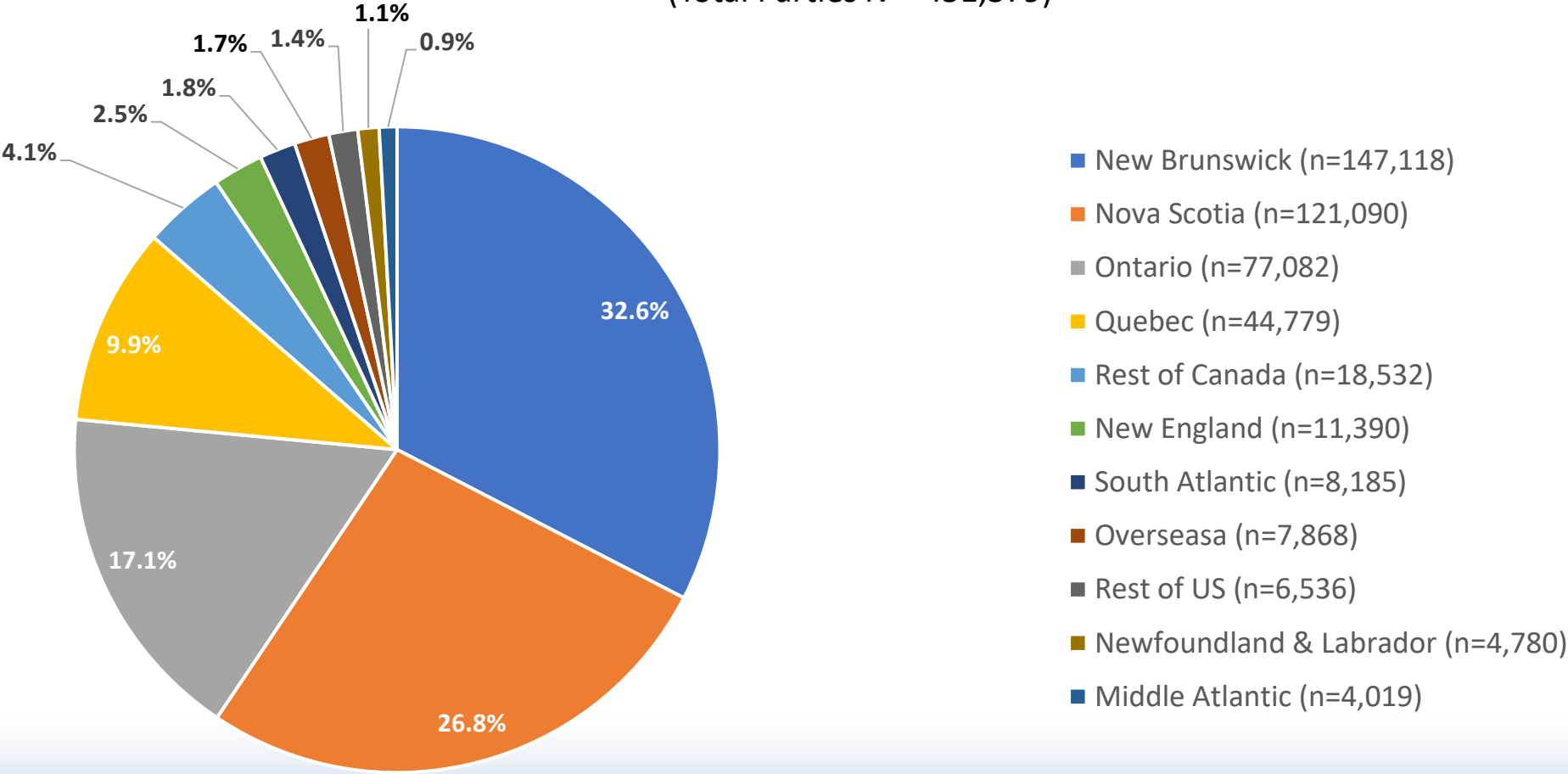
Figure 4: Overnight Travel Market in PEI (2023)
(Total Overnight Parties $N = 451,379$)



Contents	Page
5. WHO VISITS PEI	32
5-1. Origin of Overnight Visitor Parties to PEI	33
5-2. Party Characteristics	35
5-3. Party Composition	37
5-4. Age Composition	39
5-5. Travel Party Size	41
5-6. Gender and Age of Individual Overnight Visitors to PEI	43
5-7. Type of Visitation	45

5-1. Origin of Overnight Visitor Parties to PEI

Figure 5: Origin of Overnight Visitor Parties to PEI
(Total Parties N = 451,379)



5-1. Origin of Overnight Visitor Parties to PEI (cont'd)

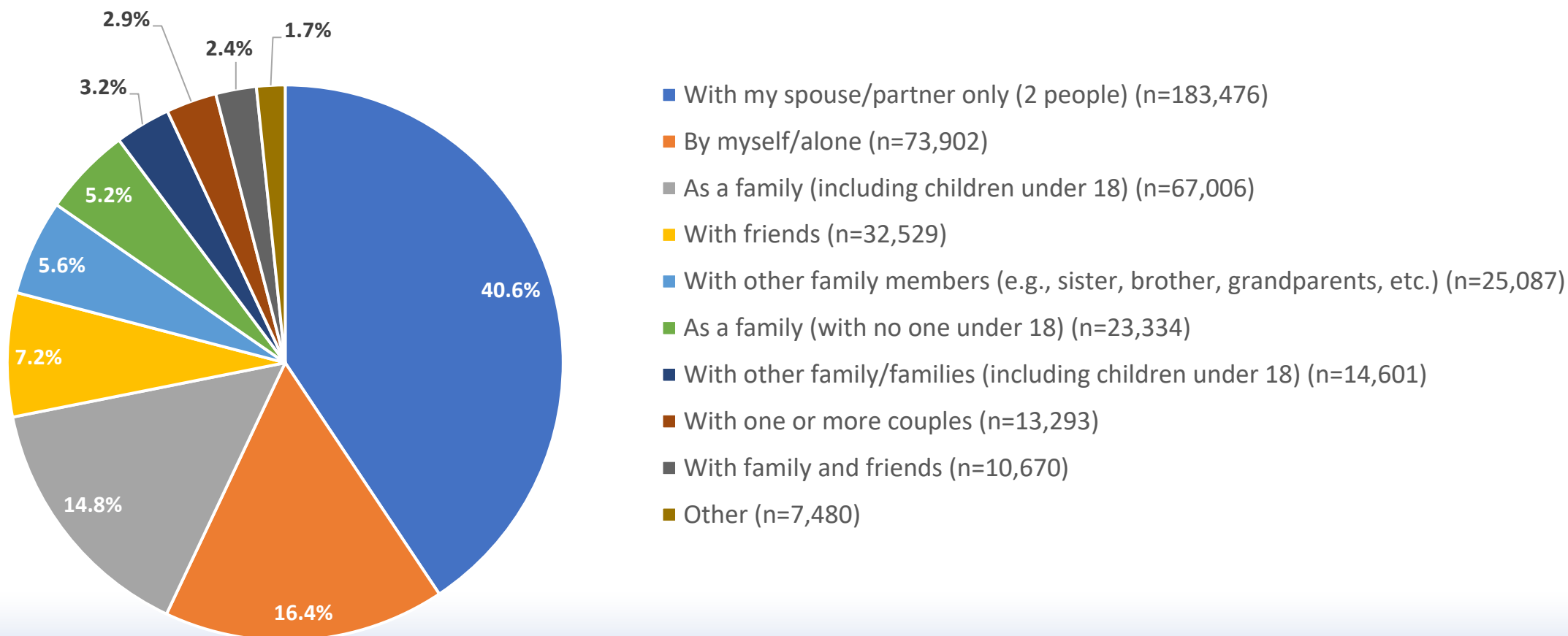
	2023 Jan-Apr Winter Off-Season	2023 May-Jun Spring Shoulder Season	2023 Jul-Aug Summer Main Season	2023 Sep-Oct Fall Shoulder Season	2023 Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Canada	93.9%	89.7%	91.4%	90.4%	94.0%	91.6%
New Brunswick	46.0%	29.6%	26.3%	30.4%	44.7%	32.6%
Nova Scotia	25.7%	28.3%	26.4%	27.0%	27.6%	26.8%
Newfoundland & Labrador	1.0%	0.9%	1.0%	1.2%	1.3%	1.1%
Quebec	6.0%	8.9%	13.1%	9.4%	6.2%	9.9%
Ontario	12.3%	17.4%	20.1%	17.6%	11.4%	17.1%
Manitoba & Saskatchewan	0.5%	0.8%	0.7%	0.9%	0.3%	0.7%
Alberta & British Columbia	2.2%	3.9%	3.7%	3.8%	2.4%	3.4%
Nunavut, Northwest Territories & Yukon	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
United States	4.6%	8.3%	7.1%	7.6%	3.8%	6.7%
New England	1.8%	2.5%	2.8%	2.9%	1.9%	2.5%
Middle Atlantic	0.3%	0.9%	1.1%	1.1%	0.4%	0.9%
South Atlantic	1.7%	3.1%	1.8%	1.3%	0.6%	1.8%
Rest of US	0.8%	1.8%	1.4%	2.2%	0.8%	1.4%
International	1.5%	2.0%	1.5%	2.1%	2.3%	1.7%

Source: 2023 PEI Tourism Volume Model

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-2. Party Characteristics

Figure 6: Characteristics of Overnight Visitor Parties to PEI
(Total Parties N = 451,379)



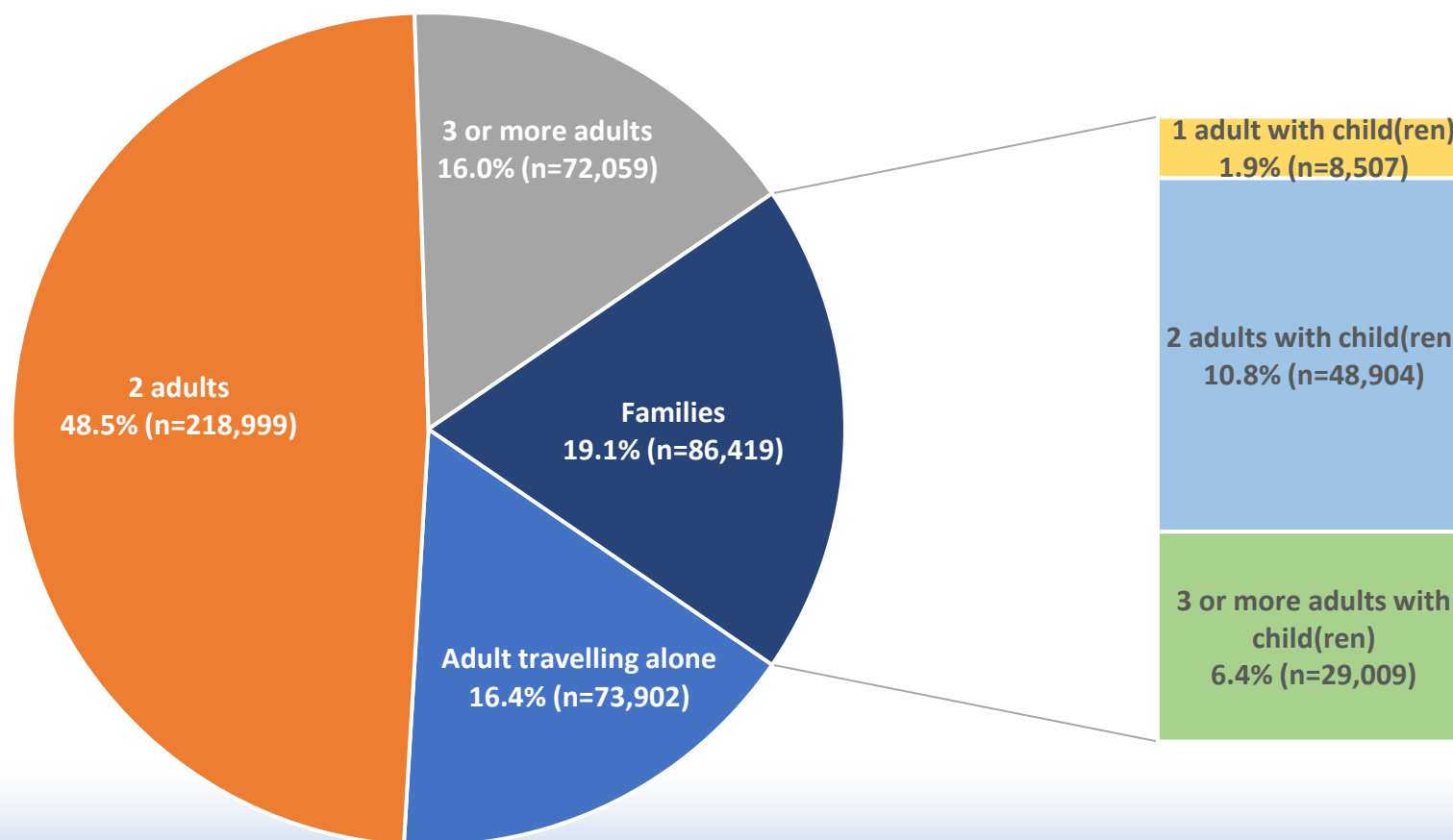
5-2. Party Characteristics (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
With my spouse/partner only (2 people)	33.4%	42.2%	39.3%	46.9%	44.5%	40.6%
By myself/alone	33.0%	15.0%	6.8%	16.1%	30.3%	16.4%
As a family (including children under 18)	12.0%	8.2%	23.6%	5.3%	12.7%	14.8%
With friends	4.7%	12.7%	5.7%	9.4%	4.0%	7.2%
With other family members (e.g., sister, brother, grandparents)	6.0%	5.9%	4.8%	7.6%	3.4%	5.6%
As a family (with no one under 18)	3.1%	4.8%	6.2%	6.3%	3.1%	5.2%
With other family/families (including children under 18)	2.5%	2.3%	5.9%	0.5%	0.1%	3.2%
With one or more couples	2.0%	2.7%	3.7%	4.0%	0.1%	2.9%
With family and friends	0.5%	3.6%	3.5%	1.6%	0.3%	2.4%
Other	2.7%	2.6%	0.5%	2.4%	1.6%	1.7%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-3. Party Composition

Figure 7: Composition of Overnight Visitor Parties to PEI
(Total Parties N = 451,379)



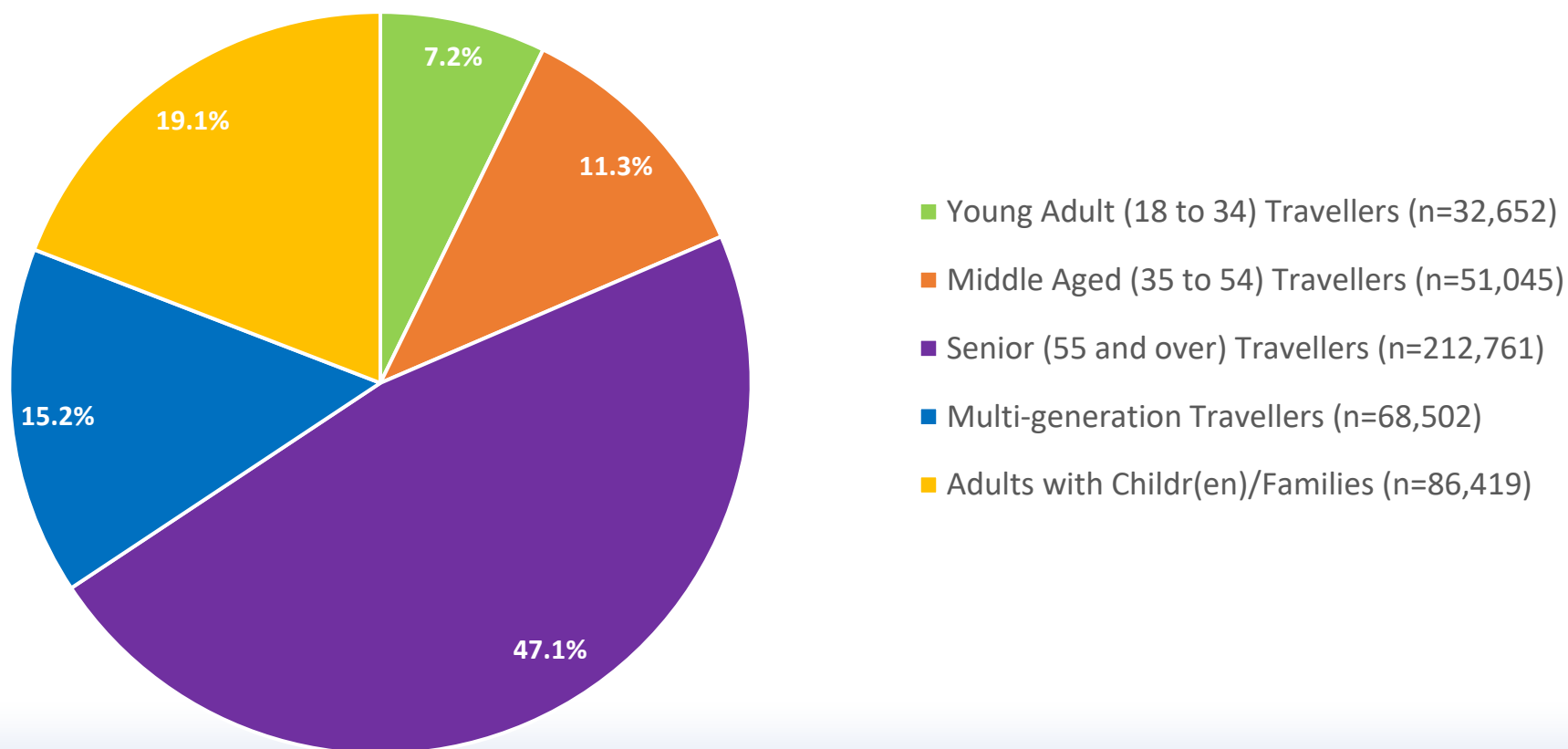
5-3. Party Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Adult travelling alone	33.0%	15.0%	6.8%	16.1%	30.3%	16.4%
2 adults	42.5%	51.1%	45.9%	56.3%	50.7%	48.5%
3 or more adults	9.9%	22.5%	15.7%	21.2%	6.3%	16.0%
Families*	14.6%	11.3%	31.6%	6.4%	12.8%	19.1%
1 adult with child(ren)	3.3%	1.3%	2.1%	0.6%	1.8%	1.9%
2 adults with child(ren)	10.0%	6.2%	16.2%	4.1%	10.5%	10.8%
3 or more adults with child(ren)	1.3%	3.8%	13.3%	1.7%	0.5%	6.4%

Note: * One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-4. Age Composition

Figure 8: Composition of Age in the Overnight Visitor Parties to PEI
(Total Parties N = 451,379)



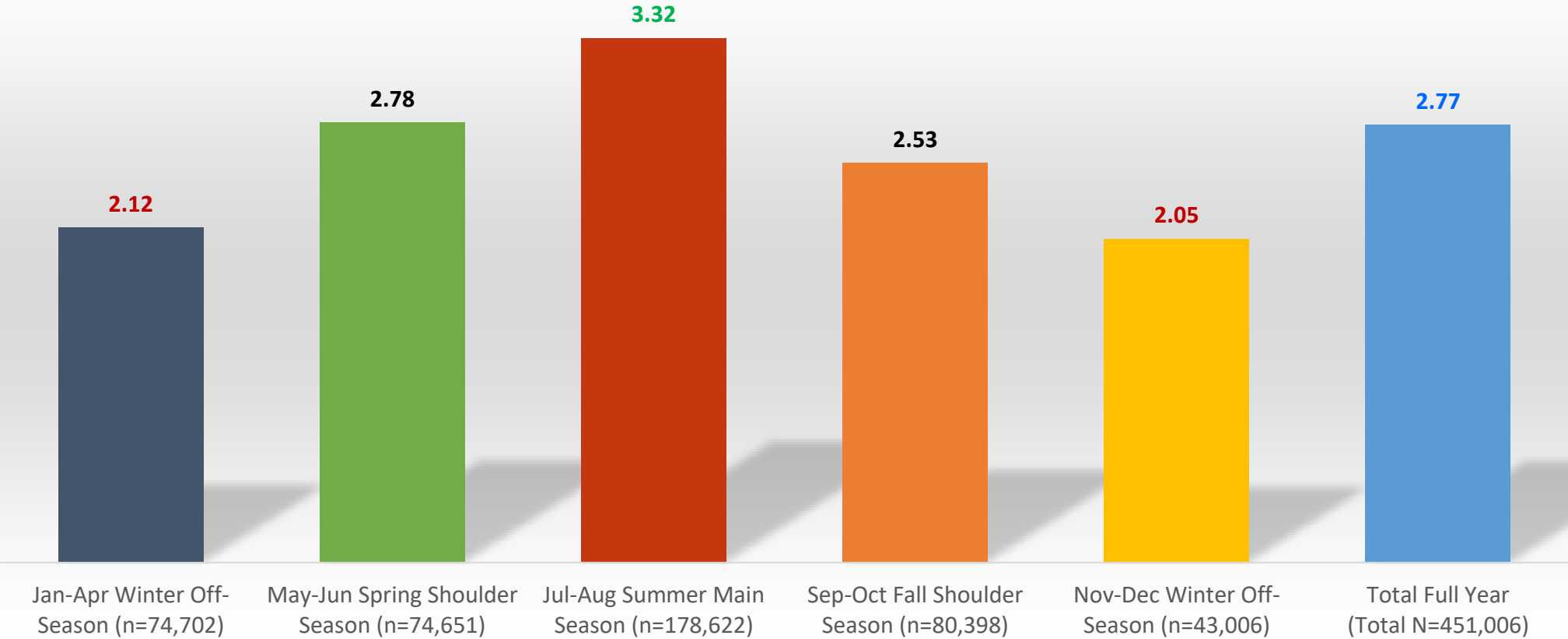
5-4. Age Composition (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Young Adult (18 to 34) Travellers	10.0%	7.9%	5.6%	5.3%	11.7%	7.2%
Middle Aged (35 to 54) Travellers	16.3%	11.2%	8.1%	11.2%	16.3%	11.3%
Senior (55 and over) Travellers	46.3%	54.6%	39.8%	57.6%	46.5%	47.1%
Multi-generation Travellers	12.8%	15.0%	14.8%	19.6%	12.8%	15.2%
Adults with Child(ren) / Families	14.6%	11.3%	31.6%	6.4%	12.8%	19.1%

Note: * One, two, three or more adults travelling with child(ren) indicate family travel parties in this result. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-5. Travel Party Size

Figure 9: Average Travel Party Size for Overnight Visitor Parties by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-5. Travel Party Size (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Average Travel Party Size	2.12	2.78	3.32	2.53	2.05	2.77
Average Number of Male Travellers	0.96	1.39	1.61	1.20	0.98	1.33
Average Number of Female Travellers	1.15	1.40	1.71	1.33	1.07	1.44
Average Number of Children Travellers	0.23	0.22	0.65	0.13	0.21	0.38
Average Number of Adult Travellers	1.89	2.56	2.66	2.40	1.84	2.39

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

5-6. Gender and Age of Overnight Visitors to PEI

Figure 10: Gender of Individual Overnight Visitors to PEI
(Total Visitors N = 1,193,776)

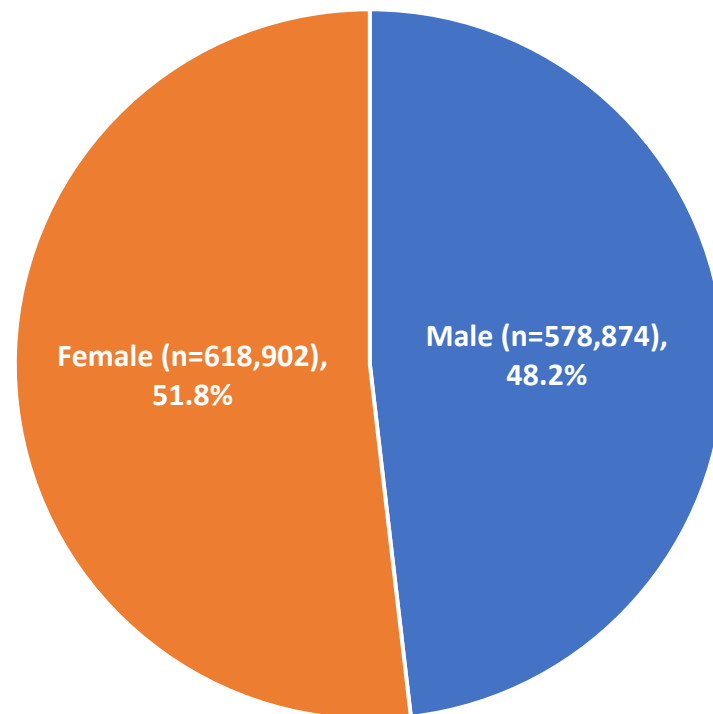
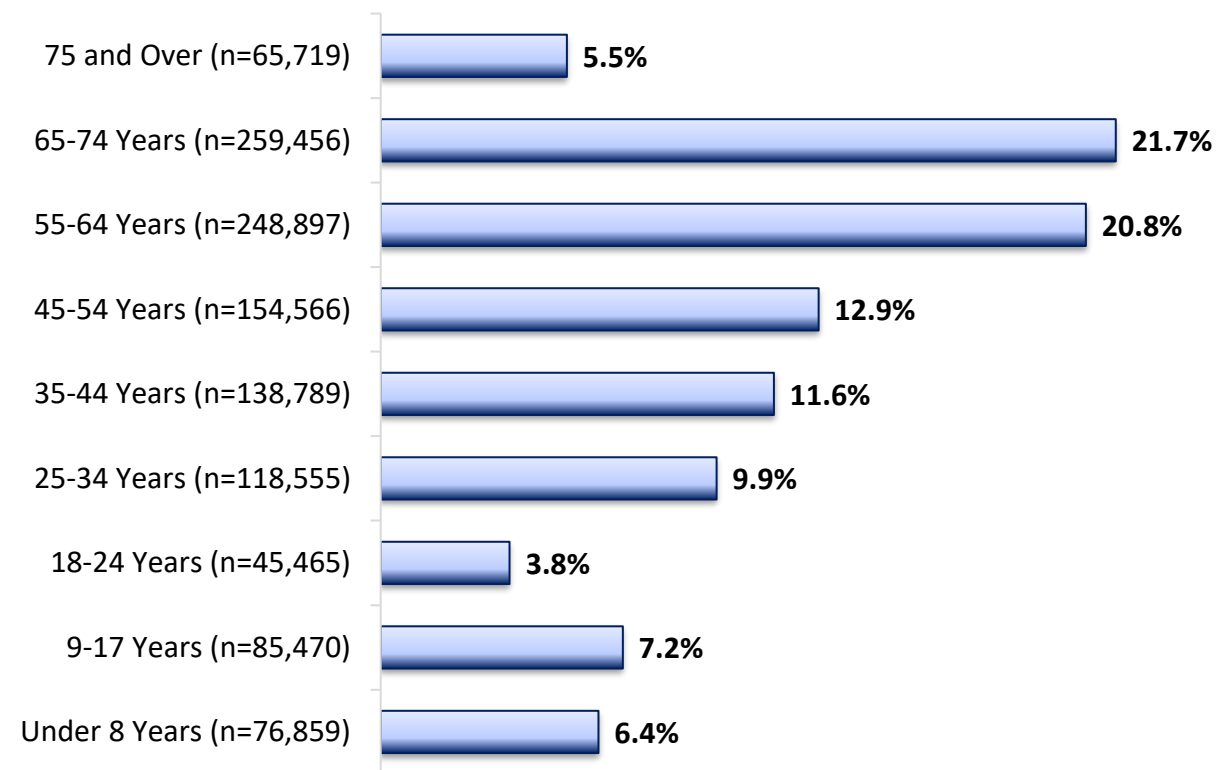


Figure 11: Age of Individual Overnight Visitors to PEI
(Total Visitors N = 1,193,776)

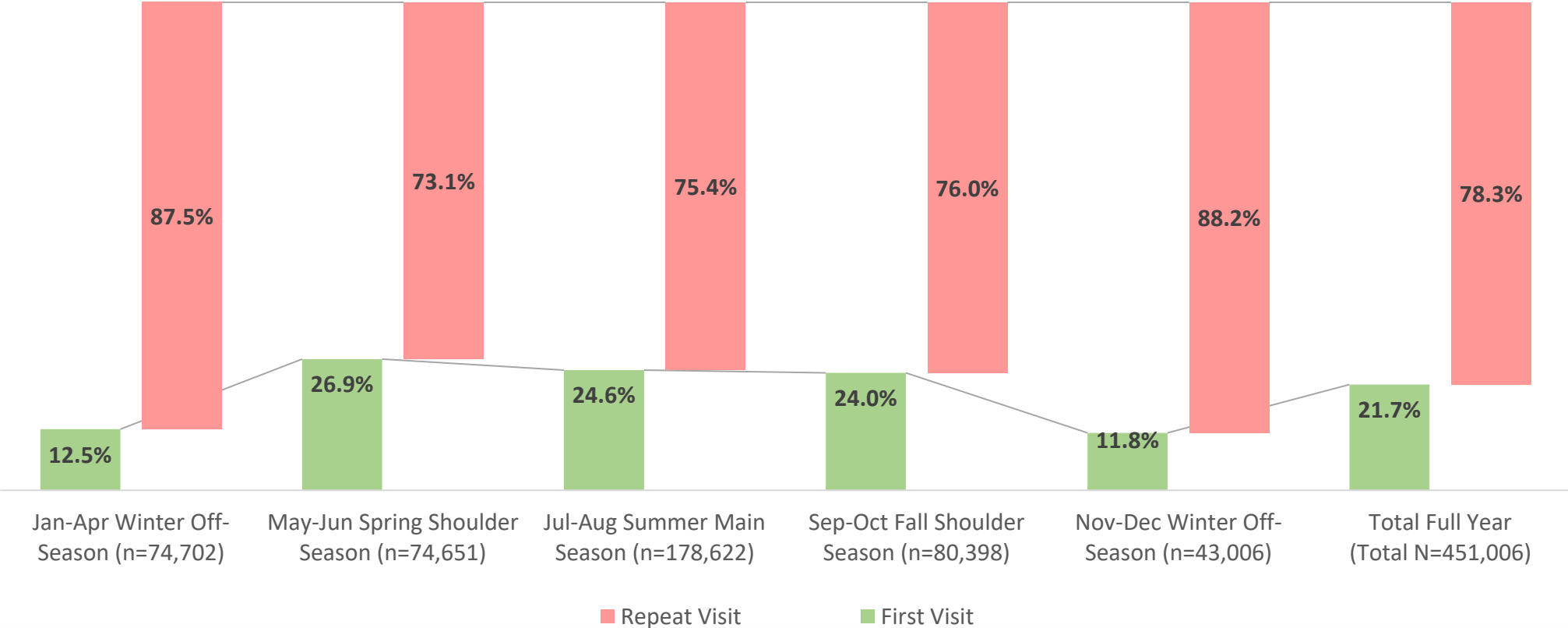


5-6. Gender and Age of Individual Overnight Visitors to PEI (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Individual Visitors <i>N</i> (%)	155,707 (13.0%)	181,978 (15.2%)	565,923 (47.4%)	198,848 (16.7%)	91,320 (7.6%)	1,193,776 (100.0%)
Gender						
Male	45.5%	49.8%	48.5%	47.5%	47.9%	48.2%
Female	54.5%	50.2%	51.5%	52.5%	52.1%	51.8%
Age						
Under 8 Years	6.2%	4.3%	9.0%	2.1%	4.7%	6.4%
9-17 Years	4.8%	3.6%	10.7%	2.9%	5.6%	7.2%
18-24 Years	4.0%	3.4%	4.4%	1.9%	5.0%	3.8%
25-34 Years	12.1%	12.5%	9.3%	7.3%	10.2%	9.9%
35-44 Years	13.5%	10.0%	12.8%	8.1%	12.4%	11.6%
45-54 Years	12.6%	10.5%	13.6%	13.2%	14.4%	12.9%
55-64 Years	20.4%	23.9%	18.2%	26.3%	19.2%	20.8%
65-74 Years	20.5%	26.0%	17.4%	30.8%	22.3%	21.7%
75 and Over	5.9%	5.6%	4.6%	7.5%	6.1%	5.5%

5-7. Type of Visitation

Figure 12: Type of Visitation for Overnight Visitor Parties by Season



5-7. Type of Visitation (cont'd)

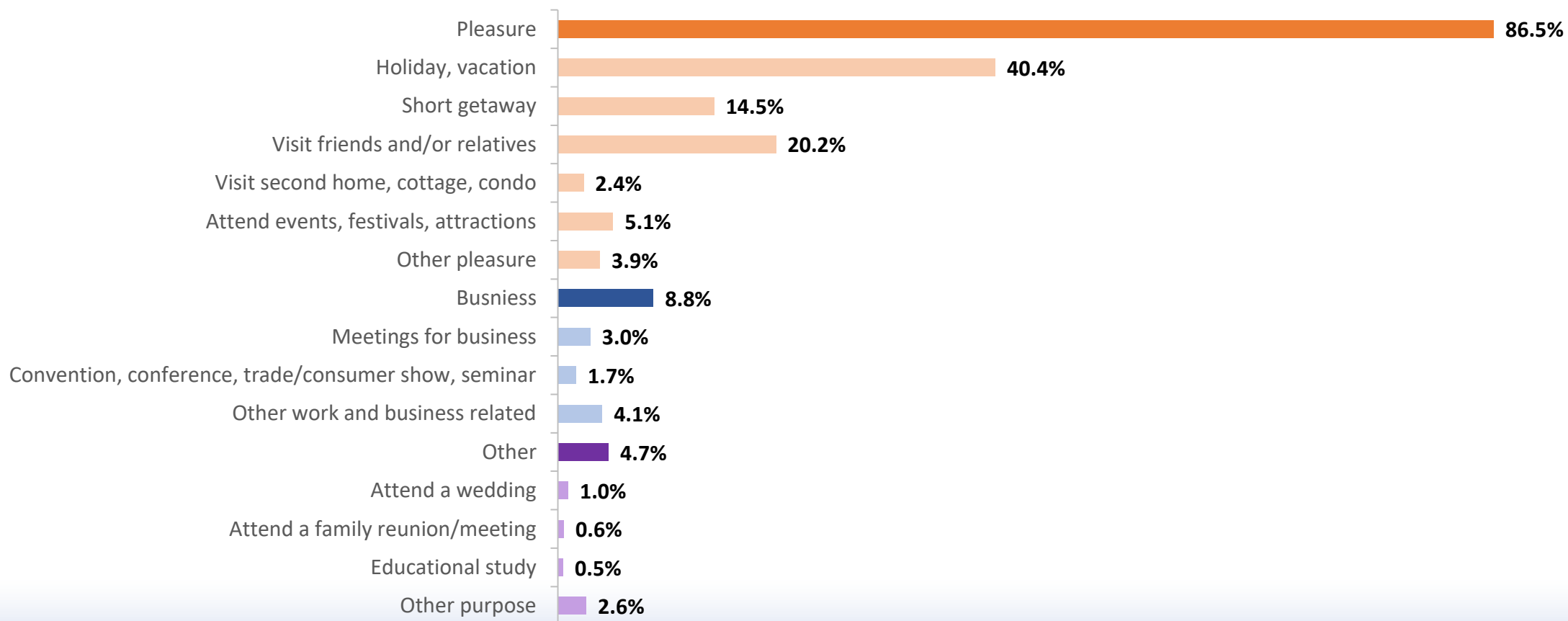
	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Type of Visitation						
First-timers	12.5%	26.9%	24.6%	24.0%	11.8%	21.7%
Repeaters	87.5%	73.1%	75.4%	76.0%	88.2%	78.3%
Return Visit Pattern	65,367 (18.5%)	54,584 (15.4%)	134,592 (38.2%)	61,068 (17.3%)	37,946 (10.7%)	353,557 (100.0%)
This year (2023)	50.0%	23.8%	22.6%	38.7%	70.6%	35.8%
One year ago (2022)	28.4%	35.7%	35.2%	24.1%	10.3%	29.4%
Two years ago (2021)	4.4%	4.9%	4.4%	3.7%	3.2%	4.2%
Three years ago (2020)	2.7%	1.8%	2.8%	3.0%	2.0%	2.6%
Four years ago (2019)	2.2%	7.6%	6.3%	6.3%	1.5%	5.2%
Five or more years ago (2018 & earlier)	12.3%	26.1%	28.7%	24.1%	12.3%	22.7%
Average Number of Times visited PEI in the Past Five Years (Grouped Median)	6.19 (5.63)	4.66 (3.31)	3.95 (2.92)	5.04 (3.65)	6.88 (6.20)	4.98 (3.93)

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
6. WHY VISITORS COME	47
6-1. Primary Reason for the Trip to PEI	48
6-2. Primary Features that Attracted	50

6-1. Primary Reason for the Trip

Figure 13: Primary Reason for the Trip to PEI by Overnight Parties
(Total Parties N = 451,379)



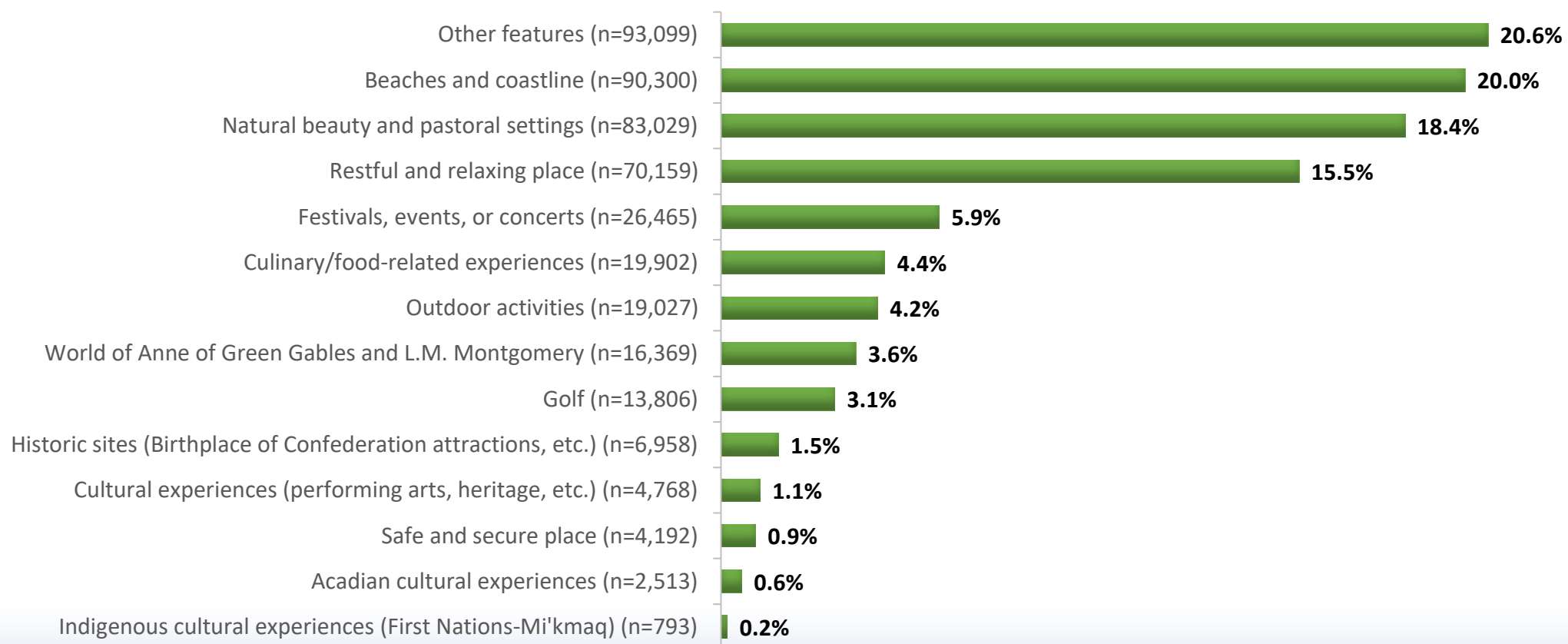
6-1. Primary Reason for the Trip (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Pleasure	72.0%	84.9%	94.4%	87.3%	79.9%	86.5%
Holiday, vacation	10.9%	39.4%	59.9%	38.5%	16.3%	40.4%
Short getaway	10.8%	18.1%	13.1%	21.1%	7.7%	14.5%
Visit friends and/or relatives	37.2%	15.3%	11.2%	13.9%	47.8%	20.2%
Visit second home, cottage, condo	1.0%	2.8%	1.8%	4.9%	1.9%	2.4%
Attend events, festivals, attractions	6.4%	3.7%	5.7%	4.6%	3.7%	5.1%
Other pleasure	5.7%	5.6%	2.7%	4.3%	2.5%	3.9%
Business	20.1%	11.5%	2.2%	8.5%	12.9%	8.8%
Meetings for business	7.0%	3.3%	0.4%	3.4%	5.7%	3.0%
Convention, conference, trade/consumer show, seminar	1.1%	4.5%	0.5%	2.8%	0.9%	1.7%
Other work and business related	11.9%	3.7%	1.3%	2.3%	6.3%	4.1%
Other	7.9%	3.6%	3.5%	4.2%	7.1%	4.7%
Attend a wedding	0.4%	0.9%	1.0%	1.4%	1.0%	1.0%
Attend a family reunion/meeting	0.1%	0.2%	1.0%	0.3%	0.5%	0.6%
Educational study	1.7%	0.1%	0.3%	0.3%	0.4%	0.5%
Other purpose	5.7%	2.4%	1.0%	2.2%	5.2%	2.6%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

6-2. Primary Features that Attracted

Figure 14: Primary Features that Attracted Overnight Visitor Parties to PEI
(Total Parties N = 451,379)



6-2. Primary Features that Attracted (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Other features	40.2%	17.1%	11.3%	16.4%	39.3%	20.6%
Beaches and coastline	7.2%	15.9%	31.2%	14.6%	12.9%	20.0%
Natural beauty and pastoral settings	11.7%	20.0%	20.0%	21.9%	14.0%	18.4%
Restful and relaxing place	18.4%	14.8%	13.5%	17.3%	17.0%	15.5%
Festivals, events, or concerts	8.3%	5.5%	5.4%	5.0%	5.6%	5.9%
Culinary/food-related experiences	3.8%	6.7%	3.2%	5.7%	4.3%	4.4%
Outdoor activities	2.7%	4.4%	4.7%	5.9%	1.3%	4.2%
World of Anne of Green Gables and L.M. Montgomery	3.4%	4.3%	4.0%	4.0%	0.8%	3.6%
Golf	0.2%	7.2%	2.4%	4.7%	0.4%	3.1%
Historic sites	1.7%	2.1%	1.4%	1.2%	1.4%	1.5%
Cultural experiences	0.4%	1.5%	1.3%	0.8%	0.9%	1.1%
Safe and secure place	1.7%	0.2%	0.6%	1.1%	2.0%	0.9%
Acadian cultural experiences	0.1%	0.2%	0.8%	1.0%	0.1%	0.6%
Indigenous cultural experiences	0.1%	0.1%	0.2%	0.4%	0.0%	0.2%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
7. HOW VISITORS COME	52
7-1. Entry and Exit Points	53
7-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up	54

7-1. Entry and Exit Points

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Entry Point						
Charlottetown Airport	9.4%	9.9%	7.4%	9.7%	8.9%	8.7%
Confederation Bridge	90.6%	79.6%	80.2%	77.6%	84.4%	81.8%
Wood Islands Ferry Terminal	0.0%	10.5%	12.3%	12.7%	6.7%	9.5%
Exit Point						
Charlottetown Airport	8.8%	10.5%	7.9%	10.2%	9.0%	9.0%
Confederation Bridge	91.2%	78.8%	80.7%	80.1%	87.2%	82.6%
Wood Islands Ferry Terminal	0.0%	10.7%	11.5%	9.7%	3.8%	8.4%
Mix of Entry and Exit Points						
Air only	7.8%	9.5%	6.8%	9.4%	8.4%	8.0%
Bridge only	89.6%	72.7%	72.5%	71.6%	83.0%	76.2%
Ferry only	0.0%	4.7%	4.5%	4.4%	2.9%	3.6%
Bridge and Ferry Mix	0.0%	11.7%	14.5%	13.4%	4.5%	10.5%
Air and Bridge or Ferry Mix	2.5%	1.3%	1.7%	1.2%	1.2%	1.6%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

7-2. Rental Vehicle Usage and Location of the Vehicle Pick-Up

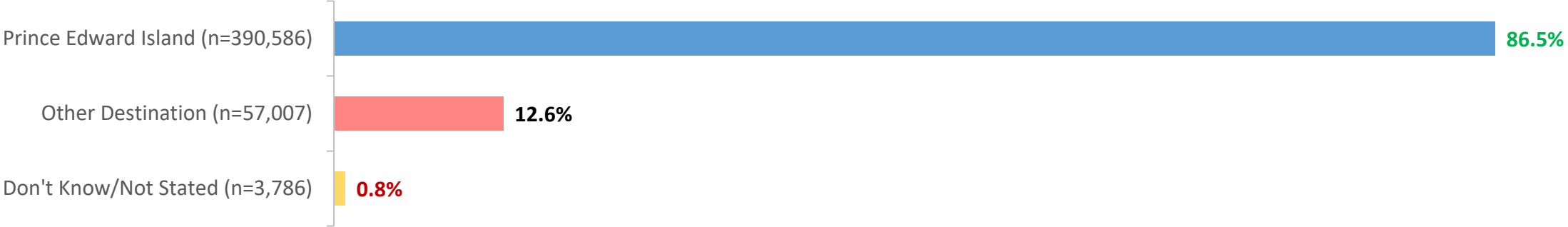
	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Rental Vehicle Usage						
Yes	10.0%	15.8%	11.0%	15.0%	7.1%	12.0%
No	90.0%	84.2%	89.0%	85.0%	92.9%	88.0%
Location of the Vehicle Pick-Up	7,489 (13.9%)	11,762 (21.8%)	19,634 (36.4%)	12,071 (22.4%)	3,048 (5.6%)	54,004 (100.0%)
Prince Edward Island	28.1%	29.5%	37.3%	33.6%	37.9%	33.5%
New Brunswick	27.2%	9.5%	9.1%	12.9%	4.6%	12.3%
Nova Scotia	36.6%	44.9%	37.8%	39.6%	46.1%	40.0%
Quebec	0.3%	3.3%	3.3%	5.6%	3.5%	3.4%
Ontario	5.4%	3.4%	4.3%	1.7%	4.1%	3.6%
Other Canadian provinces	0.0%	0.4%	2.3%	0.4%	1.2%	1.1%
New England states	1.7%	7.7%	4.2%	4.9%	2.4%	4.7%
Other US states	0.6%	1.1%	1.8%	1.4%	0.2%	1.3%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

Contents	Page
8. WHERE VISITORS STAY	55
8-1. Primary Destination of the Trip	56
8-2. Trip Duration	57
8-3. Overnight Stays in PEI Region	58
8-4. Average Length of Stay in PEI Region	60
8-5. Overnight Stays in Type of Accommodation	61
8-6. Average Length of Stay in Type of Accommodation	63
8-7. PEI Region Visited During the Trip	64

8-1. Primary Destination of the Trip

Figure 15: Primary Destination of the Trip by Overnight Parties
(Total Parties N = 451,379)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Prince Edward Island	93.6%	84.7%	84.4%	84.3%	90.5%	86.5%
Other Destination	5.2%	14.9%	14.9%	14.7%	8.1%	12.6%
Don't Know/Not Stated	1.2%	0.4%	0.7%	1.0%	1.4%	0.8%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

8-2. Trip Duration

	Jan-Apr Winter Off-Season		May-Jun Spring Shoulder Season		Jul-Aug Summer Main Season		Sep-Oct Fall Shoulder Season		Nov-Dec Winter Off-Season		Total Full-Year	
Parties N (%)	74,702 (16.5%)		74,651 (16.5%)		178,622 (39.6%)		80,398 (17.8%)		43,006 (9.5%)		451,379 (100.0%)	
Average Trip Duration	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%	Nights	%
Total Nights of the Trip	4.14	100.0%	7.57	100.0%	8.61	100.0%	7.43	100.0%	4.62	100.0%	7.11	100.0%
Nights stayed in Prince Edward Island	3.34	80.7%	4.24	56.0%	5.16	59.9%	4.62	62.1%	3.56	77.1%	4.46	62.7%
Nights in paid accommodations in PEI	1.75	42.1%	3.14	41.5%	4.06	47.2%	3.04	40.8%	1.43	31.0%	3.09	43.5%
Nights in paid accommodations in PEI through a peer-to-peer lodging website such as Airbnb, VRBO, etc.	0.81	19.5%	1.32	17.4%	1.62	18.8%	1.31	17.6%	0.84	18.2%	1.35	19.1%
Nights stayed in New Brunswick	0.18	4.4%	0.73	9.6%	0.94	11.0%	0.62	8.3%	0.29	6.4%	0.66	9.3%
Nights stayed in Nova Scotia	0.28	6.9%	1.20	15.8%	1.15	13.4%	1.15	15.4%	0.32	6.8%	0.94	13.2%
Nights stayed in Newfoundland and Labrador	0.03	0.8%	0.19	2.5%	0.25	2.9%	0.13	1.8%	0.03	0.6%	0.16	2.3%
Nights stayed in Magdalen Islands	0.01	0.2%	0.15	2.0%	0.12	1.3%	0.09	1.2%	0.03	0.5%	0.09	1.3%
Nights stayed elsewhere	0.29	7.1%	1.06	14.0%	0.99	11.5%	0.83	11.2%	0.40	8.6%	0.80	11.3%

Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

8-3. Overnight Stays in PEI Region

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Region *						
Greater Charlottetown Area	64.3%	39.4%	30.1%	36.5%	53.4%	40.0%
Green Gables Shore	3.8%	25.1%	34.6%	26.9%	8.3%	24.7%
Points East Coastal Drive	7.3%	14.9%	13.0%	13.8%	9.2%	12.3%
Summerside	15.5%	13.4%	9.6%	11.7%	17.8%	12.3%
North Cape Coastal Drive	5.0%	4.5%	7.4%	6.8%	5.2%	6.2%
Red Sands Shore	4.0%	2.7%	5.3%	4.3%	6.1%	4.6%
Total Overnight Stays (Parties)	77,366	87,794	217,547	94,167	49,333	526,207
(%)	(14.7%)	(16.7%)	(41.3%)	(17.9%)	(9.4%)	(100.0%)

Note: * Results were based on multiple responses.

8-3. Overnight Stays in PEI Region (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Total Accumulated Nights Spent by Parties in the Specific Region *						
Greater Charlottetown Area	62.3%	33.8%	24.4%	29.2%	54.3%	33.7%
Green Gables Shore	4.8%	30.4%	40.1%	32.9%	7.0%	30.4%
Points East Coastal Drive	7.9%	16.8%	14.5%	16.3%	11.9%	14.2%
Summerside	15.6%	11.3%	8.0%	9.7%	15.2%	10.4%
North Cape Coastal Drive	3.7%	4.1%	7.4%	6.1%	5.8%	6.1%
Red Sands Shore	5.7%	3.6%	5.6%	5.8%	5.7%	5.3%
Total Overnight Stays (Nights)	249,579	316,463	921,406	371,077	153,155	2,011,680
(%)	(12.4%)	(15.7%)	(45.8%)	(18.4%)	(7.6%)	(100.0%)

Note: * Results were based on multiple responses.

8-4. Average Length of Stay in PEI Region

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Average Number of Nights Stayed in PEI	3.34	4.24	5.16	4.62	3.56	4.46
Average Number of Nights Spent in Each Region (For All Visitors Regardless of Each Region Stayed)						
Greater Charlottetown Area	2.08	1.44	1.26	1.35	1.93	1.50
Green Gables Shore	0.16	1.29	2.07	1.52	0.25	1.35
Points East Coastal Drive	0.26	0.71	0.75	0.75	0.43	0.63
Summerside	0.52	0.48	0.42	0.45	0.54	0.46
North Cape Coastal Drive	0.12	0.17	0.38	0.28	0.21	0.27
Red Sands Shore	0.19	0.15	0.29	0.27	0.20	0.24
Average Number of Nights Spent in Each Region (For Only Those Who Stayed in the Region)						
Green Gables Shore	4.04	4.36	4.91	4.82	2.62	4.71
Red Sands Shore	4.58	4.69	4.48	5.34	2.87	4.45
Points East Coastal Drive	3.46	4.07	4.71	4.66	4.03	4.41
North Cape Coastal Drive	2.40	3.29	4.25	3.55	3.50	3.72
Summerside	3.25	3.04	3.55	3.27	2.66	3.23
Greater Charlottetown Area	3.12	3.10	3.43	3.15	3.16	3.22

Note: Results were based on multiple responses. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

8-5. Overnight Stays in Type of Accommodation

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Hotel, Motel, or Resort	44.0%	40.8%	26.0%	35.7%	32.0%	33.6%
Home of Friends or Relatives	38.2%	14.5%	12.1%	14.7%	46.9%	20.3%
Cottage or Cabin	2.5%	20.3%	27.3%	20.1%	7.8%	19.1%
Campground/Trailer (RV) Park	0.3%	8.1%	19.7%	8.9%	2.4%	11.2%
B&B or Tourist Home	5.0%	7.3%	7.2%	7.7%	3.8%	6.7%
Inn	3.9%	4.5%	3.6%	6.2%	2.4%	4.2%
Own Property	2.2%	1.6%	1.6%	5.3%	4.2%	2.6%
Other (e.g., hostel)	4.0%	2.9%	2.4%	1.5%	0.5%	2.4%
Total Overnight Stays (Parties)	75,751	80,693	194,147	86,000	44,210	480,801
(%)	(15.8%)	(16.8%)	(40.4%)	(17.9%)	(9.2%)	(100.0%)

Note: * Results were based on multiple responses.

8-5. Overnight Stays in Type of Accommodation (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Total Accumulated Parties Staying at Least One Night in the Specific Type of Accommodation *						
Cottage or Cabin	3.0%	25.5%	32.0%	25.2%	7.7%	24.3%
Hotel, Motel, or Resort	37.8%	31.4%	17.0%	23.0%	23.6%	23.4%
Home of Friends or Relatives	43.1%	15.6%	13.4%	17.1%	53.9%	21.2%
Campground/Trailer (RV) Park	0.2%	11.1%	23.0%	11.9%	2.9%	14.7%
B&B or Tourist Home	4.4%	6.0%	6.3%	6.4%	3.5%	5.8%
Own Property	3.3%	5.2%	3.6%	11.2%	6.2%	5.4%
Inn	3.0%	3.0%	2.2%	3.8%	1.5%	2.7%
Other (e.g., hostel)	5.2%	2.1%	2.5%	1.3%	0.7%	2.4%
Total Overnight Stays (Nights)	249,579	316,463	921,406	371,077	153,155	2,011,680
(%)	(12.4%)	(15.7%)	(45.8%)	(18.4%)	(7.6%)	(100.0%)

Note: * Results were based on multiple responses.

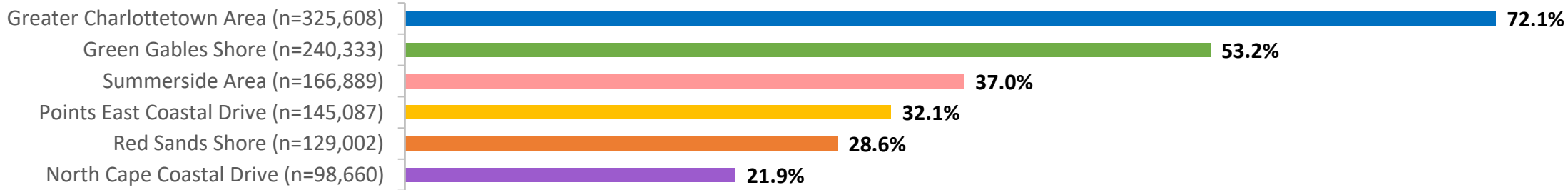
8-6. Average Length of Stay in Type of Accommodation

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Average Number of Nights Stayed in PEI	3.34	4.24	5.16	4.62	3.56	4.46
Average Number of Nights Spent in Each Type of Accommodation (For All Visitors Regardless of Each Accommodation Used)						
Cottage or Cabin	0.10	1.08	1.65	1.16	0.27	1.08
Hotel, Motel, or Resort	1.26	1.33	0.87	1.06	0.84	1.05
Home of Friends or Relatives	1.44	0.66	0.69	0.79	1.92	0.94
Campground/Trailer (RV) Park	0.01	0.47	1.19	0.55	0.10	0.66
B&B or Tourist Home	0.15	0.25	0.33	0.30	0.12	0.26
Own Property	0.11	0.22	0.19	0.52	0.22	0.24
Inn	0.10	0.13	0.12	0.18	0.05	0.12
Other (e.g., hostel)	0.18	0.09	0.13	0.06	0.03	0.11
Average Number of Nights Spent in Each Type of Accommodation (For Only Those Who Stayed in the Accommodation Type)						
Own Property	5.00	12.90	10.65	9.19	5.11	8.78
Campground/Trailer (RV) Park	2.61	5.40	5.54	5.76	4.16	5.52
Cottage or Cabin	3.98	4.93	5.56	5.41	3.39	5.31
Home of Friends or Relatives	3.72	4.22	5.24	5.03	3.98	4.37
Other (e.g., hostel)	4.33	2.89	4.95	3.83	5.29	4.26
B&B or Tourist Home	2.89	3.22	4.15	3.62	3.20	3.67
Hotel, Motel, or Resort	2.83	3.02	3.10	2.78	2.56	2.92
Inn	2.50	2.60	2.91	2.66	2.12	2.69

Note: Results were based on multiple responses. **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

8-7. PEI Regions Visited During the Overnight Trip

Figure 16: PEI Regions Visited by Overnight Visitor Parties
(Total Parties N = 451,379)



	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Greater Charlottetown Area	77.4%	74.7%	69.7%	69.6%	73.3%	72.1%
Green Gables Shore	19.2%	57.1%	69.5%	59.7%	26.0%	53.2%
Summerside Area	31.4%	38.1%	40.1%	37.7%	30.6%	37.0%
Points East Coastal Drive	20.2%	37.0%	37.1%	33.4%	21.4%	32.1%
Red Sands Shore	14.7%	30.8%	34.1%	30.5%	22.3%	28.6%
North Cape Coastal Drive	10.4%	21.7%	26.7%	27.9%	10.7%	21.9%

Note: Results were based on multiple responses. A "visit" was defined as dining, visiting an attraction, or participating in an activity in the region, and not travelling through the region only; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
9. WHERE VISITORS GO AND SPEND	65
9-1. Activities Participated in While in PEI	66
9-2. Estimated Total Direct Travel Expenditures	68
9-3. Estimated Average Spending per Party per Visit	71
9-4. Estimated Average Spending per Person per Night	72

9-1. Activities Participated in While in PEI

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Going to a full-service restaurant	52.2%	60.5%	61.7%	63.6%	42.1%	58.4%
Driving tour (scenic drives/views)	31.7%	62.4%	65.7%	61.8%	34.2%	55.8%
Going to a beach	12.4%	47.2%	71.0%	51.3%	23.1%	49.3%
Shopping for local products	24.1%	48.6%	56.2%	46.1%	35.5%	45.9%
Sightseeing, appreciating pastoral or rural settings	22.1%	47.1%	50.1%	49.3%	23.4%	42.3%
Shopping for general merchandise	34.3%	40.5%	44.6%	39.2%	39.2%	40.8%
Sampling local culinary products	20.7%	45.2%	47.4%	43.6%	21.7%	39.5%
Visiting friends and/or relatives	55.2%	29.9%	31.3%	33.6%	64.0%	38.5%
Visiting a national or provincial park	14.1%	39.9%	51.7%	39.7%	19.7%	38.4%
Seeing natural wonders	14.7%	31.9%	41.5%	38.9%	16.7%	32.6%
Visiting historic/heritage sites, or cultural attractions	7.4%	27.2%	33.0%	28.0%	9.4%	24.6%
Visiting Anne of Green Gables and related attractions	5.0%	21.9%	26.3%	22.0%	6.9%	19.4%
Using the Confederation Trail or other trails	5.4%	20.2%	18.6%	20.3%	8.0%	15.9%
Going to a museum or art gallery	3.8%	14.9%	18.1%	15.0%	4.6%	13.4%
Attending a festival, event, or concert	13.5%	9.2%	12.6%	13.3%	12.2%	12.3%

Note: Results were based on multiple responses; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

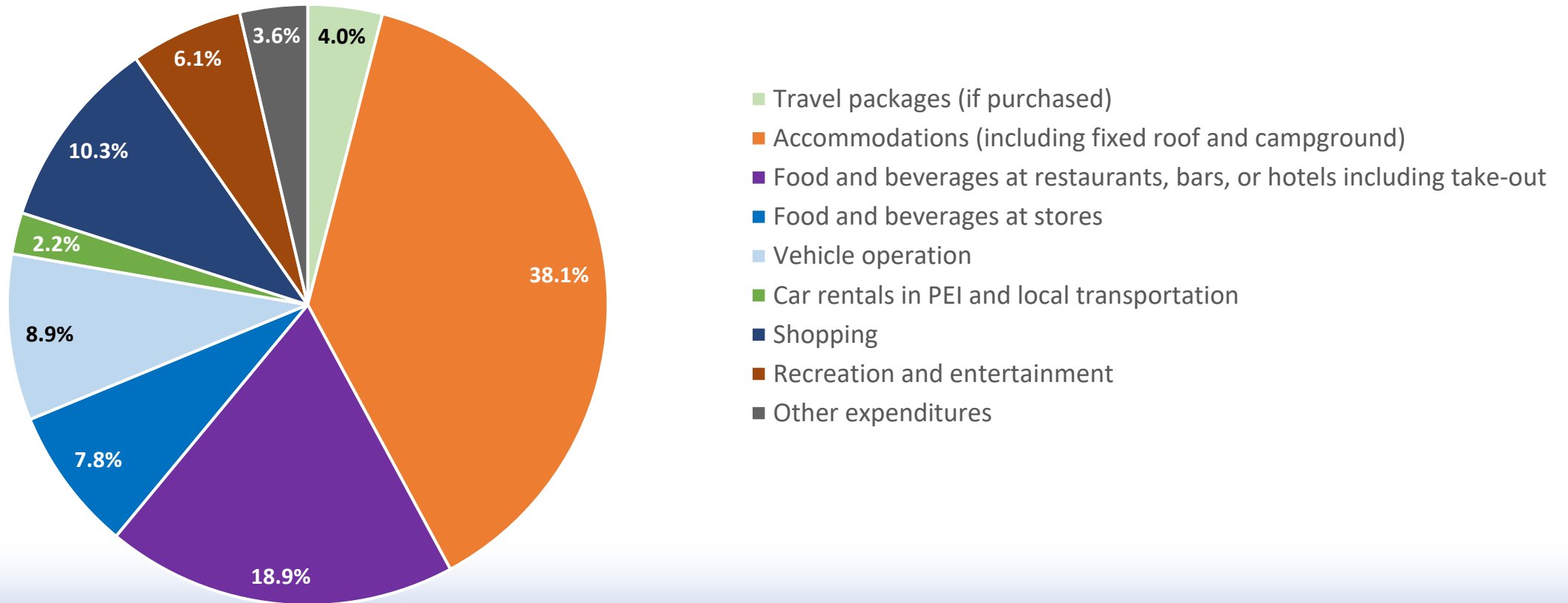
9-1. Activities Participated in While in PEI (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Participating in nature-based outdoor activities	5.9%	9.0%	13.2%	11.3%	5.7%	10.3%
Attending a live performance/entertainment	4.0%	9.9%	13.4%	11.6%	4.7%	10.1%
Participating in water-based activities	0.0%	4.8%	19.8%	6.6%	0.7%	9.9%
Visiting a theme, fun or amusement park	1.7%	3.9%	18.6%	4.4%	3.3%	9.4%
Experiencing night-life activities (bars, nightclubs, etc.)	8.6%	8.7%	7.4%	10.0%	7.1%	8.3%
Playing golf (not miniature)	0.7%	11.1%	9.5%	8.8%	0.5%	7.3%
Attending a sports event or tournament	9.4%	1.8%	2.3%	2.7%	10.9%	4.3%
Going to a casino/racino	5.0%	2.6%	4.5%	3.9%	2.9%	4.0%
Taking part in an authentic PEI experience/hands-on learning activity (clam digging, pottery, etc.)	0.7%	3.7%	5.3%	2.7%	0.1%	3.3%
Health and wellness activities	5.6%	1.5%	2.2%	3.3%	3.0%	2.9%
Participating in recreational fishing or hunting	0.6%	1.0%	4.8%	2.4%	0.2%	2.6%
Participating in cold-weather activities	5.2%	0.0%	0.0%	0.0%	3.0%	1.2%
Participating in recreational motorized activities	0.1%	1.0%	1.6%	1.0%	1.0%	1.1%
Playing disc golf	0.0%	0.6%	0.7%	0.3%	0.1%	0.4%
Other	12.8%	8.7%	5.3%	8.7%	7.4%	7.9%

Note: Results were based on multiple responses; '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

9-2. Estimated Total Direct Expenditures

Figure 17: Breakdown of Tourism Expenditures by Overnight Visitor Parties to PEI
(Total Parties $N = 451,379$ or Total Visitors $N = 1,249,833$)



9-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Estimated Total Direct Expenditures (\$)	\$69,634,013	\$130,632,882	\$439,076,187	\$139,086,345	\$44,144,443	\$822,573,872
Travel packages (if purchased)	\$2,767,435	\$11,481,489	\$10,702,796	\$6,222,439	\$1,844,380	\$33,018,538
Accommodations	\$22,451,599	\$45,976,588	\$183,852,470	\$49,496,020	\$11,677,366	\$313,454,042
Food and beverages at restaurants, bars, or hotels	\$15,482,332	\$24,881,090	\$78,335,098	\$27,373,224	\$9,360,721	\$155,432,465
Food and beverages at stores	\$5,240,226	\$9,487,381	\$34,542,706	\$10,533,266	\$3,988,440	\$63,792,019
Vehicle operation	\$6,314,965	\$10,775,680	\$38,129,843	\$13,708,859	\$4,684,862	\$73,614,209
Car rentals in PEI and local transportation	\$1,349,320	\$3,028,422	\$9,768,748	\$3,555,060	\$663,389	\$18,364,939
Shopping	\$9,708,034	\$13,253,792	\$40,356,156	\$14,445,143	\$7,329,185	\$85,092,311
Recreation and entertainment	\$2,593,725	\$5,765,352	\$31,496,496	\$6,350,535	\$3,595,291	\$49,801,399
Other expenditures	\$3,726,377	\$5,983,089	\$11,891,875	\$7,401,798	\$1,000,810	\$30,003,950

Note: Total expenditures in each season were calculated as follows: Number of parties × average spending per party per visit *or* Number of overnight visitors × average length of stay × average spending per person per night.

9-2. Estimated Total Direct Expenditures (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
% of Estimated Total Direct Expenditures	(8.5%)	(15.9%)	(53.4%)	(16.9%)	(5.4%)	(100.0%)
Travel packages (if purchased)	4.0%	8.8%	2.4%	4.5%	4.2%	4.0%
Accommodations	32.2%	35.2%	41.9%	35.6%	26.5%	38.1%
Food and beverages at restaurants, bars, or hotels	22.2%	19.0%	17.8%	19.7%	21.2%	18.9%
Food and beverages at stores	7.5%	7.3%	7.9%	7.6%	9.0%	7.8%
Vehicle operation	9.1%	8.2%	8.7%	9.9%	10.6%	8.9%
Car rentals in PEI and local transportation	1.9%	2.3%	2.2%	2.6%	1.5%	2.2%
Shopping	13.9%	10.1%	9.2%	10.4%	16.6%	10.3%
Recreation and entertainment	3.7%	4.4%	7.2%	4.6%	8.1%	6.1%
Other expenditures	5.4%	4.6%	2.7%	5.3%	2.3%	3.6%

9-3. Average Spending per Party per Visit

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Average Spending per Party per Visit (\$)	\$932.16	\$1,749.92	\$2,458.13	\$1,729.97	\$1,026.47	\$1,822.36
Travel packages (if purchased)	\$37.05	\$153.80	\$59.92	\$77.40	\$42.89	\$73.15
Accommodations	\$300.55	\$615.89	\$1,029.28	\$615.64	\$271.53	\$694.44
Food and beverages at restaurants, bars, or hotels	\$207.26	\$333.30	\$438.55	\$340.47	\$217.66	\$344.35
Food and beverages at stores	\$70.15	\$127.09	\$193.38	\$131.01	\$92.74	\$141.33
Vehicle operation	\$84.54	\$144.35	\$213.47	\$170.51	\$108.93	\$163.09
Car rentals in PEI and local transportation	\$18.06	\$40.57	\$54.69	\$44.22	\$15.43	\$40.69
Shopping	\$129.96	\$177.54	\$225.93	\$179.67	\$170.42	\$188.52
Recreation and entertainment	\$34.72	\$77.23	\$176.33	\$78.99	\$83.60	\$110.33
Other expenditures	\$49.88	\$80.15	\$66.58	\$92.06	\$23.27	\$66.47
Average Length of Stay (nights)	3.34	4.24	5.16	4.62	3.56	4.46
Average Party Size	2.12	2.78	3.32	2.53	2.05	2.77
Estimated Number of Overnight Visitors	158,209	207,799	592,511	203,282	88,032	1,249,833

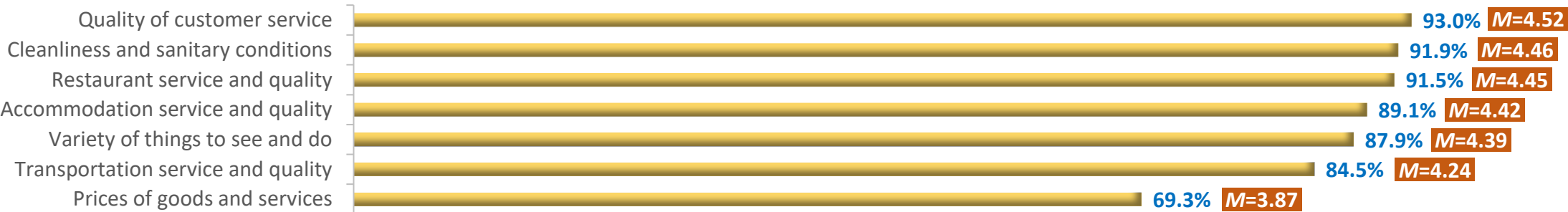
9-4. Average Spending per Person per Night

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Average Spending per Party per Visit (\$)	\$131.74	\$148.25	\$143.63	\$148.21	\$140.80	\$147.65
Travel packages (if purchased)	\$5.24	\$13.03	\$3.50	\$6.63	\$5.88	\$5.93
Accommodations	\$42.48	\$52.18	\$60.14	\$52.74	\$37.25	\$56.26
Food and beverages at restaurants, bars, or hotels	\$29.29	\$28.24	\$25.63	\$29.17	\$29.86	\$27.90
Food and beverages at stores	\$9.91	\$10.77	\$11.30	\$11.22	\$12.72	\$11.45
Vehicle operation	\$11.95	\$12.23	\$12.47	\$14.61	\$14.94	\$13.21
Car rentals in PEI and local transportation	\$2.55	\$3.44	\$3.20	\$3.79	\$2.12	\$3.30
Shopping	\$18.37	\$15.04	\$13.20	\$15.39	\$23.38	\$15.27
Recreation and entertainment	\$4.91	\$6.54	\$10.30	\$6.77	\$11.47	\$8.94
Other expenditures	\$7.05	\$6.79	\$3.89	\$7.89	\$3.19	\$5.39
Average Length of Stay (nights)	3.34	4.24	5.16	4.62	3.56	4.46
Average Party Size	2.12	2.78	3.32	2.53	2.05	2.77
Estimated Number of Overnight Visitors	158,209	207,799	592,511	203,282	88,032	1,249,833

Contents	Page
10. HOW PEI RATES	73
10-1. Rating of Travel Services	74
10-2. Instance of Complaints	75
10-3. Travel Evaluation and Overall Satisfaction	77
10-4. Future Behavioural Intentions	78

10-1. Rating of Travel Services

Figure 18: Rating of Travel Services by Overnight Visitor Parties
(Total Parties N = 451,379)

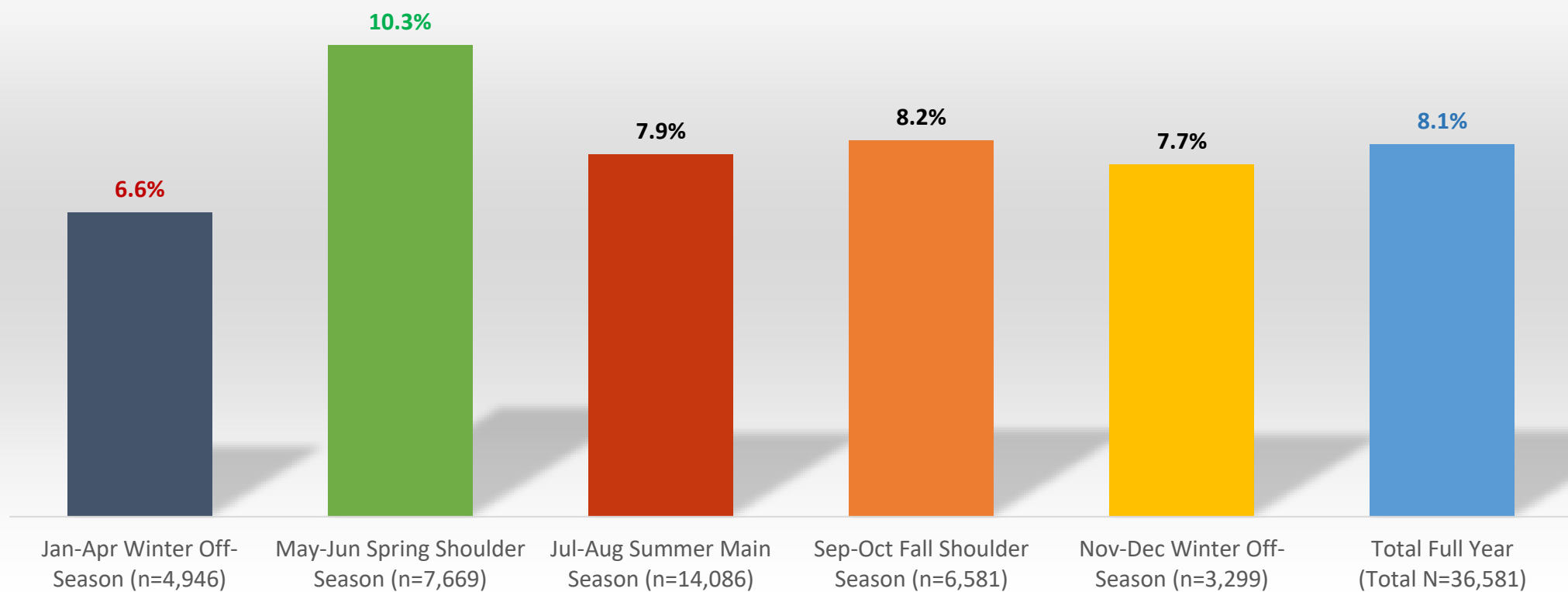


	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Quality of customer service	92.5%	93.4%	92.7%	93.9%	93.1%	93.0%
Cleanliness and sanitary conditions	91.8%	92.1%	90.9%	92.7%	94.2%	91.9%
Restaurant service and quality	93.3%	92.3%	90.2%	90.4%	95.6%	91.5%
Accommodation service and quality	91.7%	89.7%	87.6%	88.5%	93.2%	89.1%
Variety of things to see and do	78.9%	89.2%	90.6%	88.9%	84.2%	87.9%
Transportation service and quality	85.2%	84.4%	83.5%	87.0%	83.7%	84.5%
Prices of goods and services	69.7%	71.3%	67.1%	70.5%	71.9%	69.3%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, M indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

9-2. Instance of Complaints

Figure 19: Instance of Complaints by Season



Note: **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

9-2. Instance of Complaints (cont'd)

The responses contains a wide variety of **complaints** from overnight travellers about their experiences in PEI. Here are the key points summarized:

1. **Seasonal Closures:** Many visitors were disappointed with attractions, shops, and restaurants being closed outside peak summer months, particularly after Labor Day.
2. **High Costs:** Complaints included the high price of crossing the Confederation Bridge, expensive accommodations, food, car rentals, and overall inflated prices for tourists.
3. **Air Canada Issues:** Numerous complaints about delayed or canceled flights, lost luggage, and general dissatisfaction with air travel to and from PEI.
4. **Accommodation Problems:** Several visitors reported poor quality lodgings, including unclean or outdated accommodations, misrepresented listings on Airbnb, and difficulties finding places open or available during off-season.
5. **Tourism Experience:** Some felt that PEI had become overly commercialized, particularly around attractions like Avonlea Village, while others found the lack of signage and poor road conditions to be problematic.
6. **Health and Accessibility:** A few complaints mentioned challenges in accessing healthcare and wheelchair accessibility in outdoor areas like beaches and parks.
7. **Weather:** Visitors noted difficulties related to the weather, including storms and mosquitoes, which impacted their ability to enjoy outdoor activities.
8. **Customer Service:** There were mentions of rude or inattentive service in various establishments, and some tourists felt unwelcome, particularly due to locals' negative attitudes toward visitors.

9-2. Instance of Complaints (cont'd)

Figure 20: Related Keywords Associated with Complaints
by Overnight Visitor Parties



9-3. Travel Evaluation and Overall Satisfaction

Figure 21: Travel Evaluation and Overall Satisfaction by Overnight Visitor Parties
(Total Parties N = 451,379)



	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
My trip to PEI was a good way to spend my time	93.8%	94.9%	96.4%	96.3%	95.6%	95.6%
PEI was a safe and hygienic destination	95.0%	96.0%	95.7%	95.6%	93.4%	95.4%
I was satisfied with my trip to PEI	95.9%	95.6%	95.0%	94.6%	95.8%	95.3%
My trip to PEI was good value for money spent	85.7%	88.8%	87.9%	91.0%	87.7%	88.2%

Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, *M* indicates mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

9-4. Future Behavioural Intentions

Figure 22: Likelihood of Recommending PEI as a Travel Destination to Others by Season

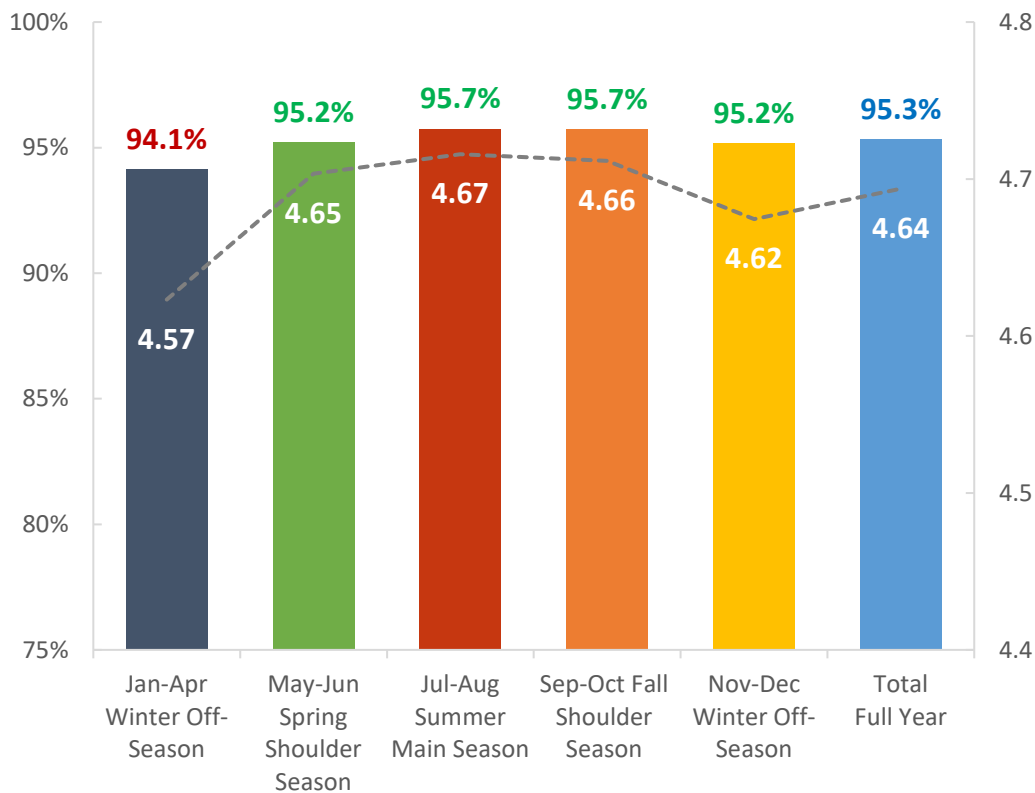
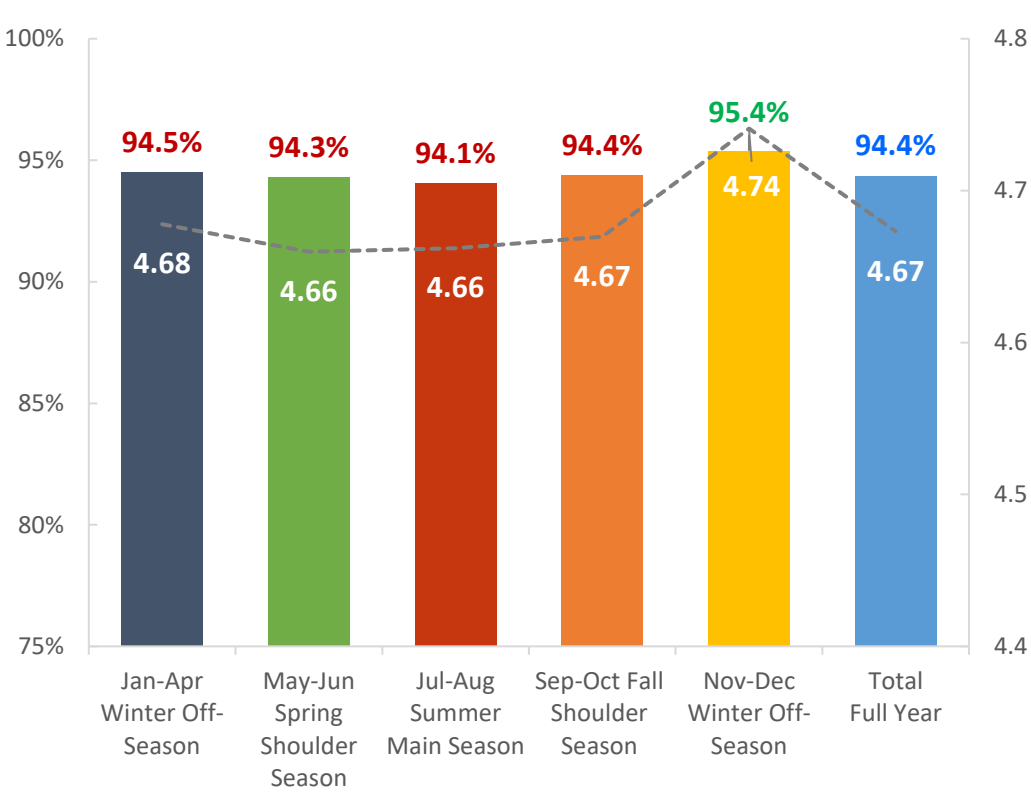


Figure 23: Likelihood of Visiting PEI Again by Season



Note: Results were based on those who rated each of the items; while percent (%) indicates the percentage of respondents who rated the item 4 or 5 based on a 5-point Likert-type scale, numbers inside of each column indicate mean values; **Green Bold Numbers** indicate significantly higher and **Red Bold Numbers** indicate significantly lower than other seasonal groups, while **Black Bold Numbers** position between the higher and lower groups, at 95% confidence level.

Contents	Page
11. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS	79

11. Demographic Characteristics of Respondents

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Gender						
Male	36.7%	37.8%	36.0%	38.1%	32.6%	36.5%
Female	63.2%	61.7%	63.6%	61.3%	67.4%	63.2%
Other	0.1%	0.5%	0.3%	0.5%	0.0%	0.3%
Age						
18 to 24	4.0%	2.3%	1.8%	1.2%	5.5%	2.5%
25 to 34	11.9%	10.6%	9.1%	6.2%	11.7%	9.5%
35 to 44	16.5%	11.9%	16.0%	9.4%	12.7%	13.9%
45 to 54	14.7%	11.0%	17.8%	15.0%	17.7%	15.7%
55 to 64	24.1%	25.7%	25.4%	30.1%	21.2%	25.7%
65 to 74	22.4%	31.6%	24.2%	29.5%	24.8%	26.1%
75 and over	6.3%	6.9%	5.8%	8.8%	6.4%	6.6%
Mother Tongue						
English	75.8%	82.3%	78.9%	83.5%	84.3%	80.3%
French	18.6%	13.7%	17.8%	12.8%	10.9%	15.7%
Other	5.6%	4.0%	3.3%	3.7%	4.8%	4.0%

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

11. Demographic Characteristics of Respondents (cont'd)

		Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)		74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Marital Status							
Single		21.4%	16.8%	14.8%	19.1%	22.9%	17.7%
Married/living common law		71.1%	76.5%	81.5%	76.2%	72.3%	77.1%
Other		7.5%	6.7%	3.7%	4.7%	4.8%	5.1%
Average Number of Children Living in the Household *							
Children 17 years and younger	Valid N	17,543	13,171	45,588	8,573	8,391	93,266
	(Valid %)	(23.5%)	(17.6%)	(25.5%)	(10.7%)	(19.5%)	(20.7%)
	Avg. #	1.68	1.64	1.76	1.69	1.71	1.72
Children 18 years and older	Valid N	10,993	9,678	28,864	11,172	7,420	68,127
	(Valid %)	(14.7%)	(13.0%)	(16.2%)	(13.9%)	(17.3%)	(15.1%)
	Avg. #	1.78	1.64	1.55	1.59	1.43	1.59

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments; * Results were based on respondents who reported the number of children and had at least one child living in the household. The average number of children living in the household was based on the valid number of respondents, excluding '0'.

11. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off- Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off- Season	Total Full-Year
Parties <i>N</i> (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Education						
Some school	1.4%	0.8%	1.0%	1.2%	0.5%	1.0%
High school diploma	11.1%	10.1%	9.5%	8.2%	8.1%	9.5%
Some post-secondary	9.0%	8.1%	10.3%	8.5%	10.4%	9.4%
Graduated community/technical college	30.3%	24.3%	25.0%	27.2%	26.9%	26.3%
Graduated university (undergraduate)	29.7%	27.6%	26.3%	28.4%	27.2%	27.5%
Post graduate degree/Professional designation	18.5%	29.1%	27.8%	26.6%	26.9%	26.2%
Employment Status						
Working full time	49.5%	39.0%	50.7%	37.9%	51.4%	46.3%
Working part time or seasonally	9.6%	5.8%	7.0%	7.1%	7.6%	7.3%
Unemployed	1.8%	0.8%	1.0%	1.3%	0.3%	1.1%
Retraining or upgrading	0.4%	0.0%	0.1%	0.0%	0.0%	0.1%
Retired	33.1%	51.1%	35.3%	51.2%	35.5%	40.4%
Homemaker	0.9%	0.9%	1.5%	1.0%	1.1%	1.2%
Student	3.3%	1.1%	2.0%	0.4%	2.6%	1.9%
Other	1.4%	1.2%	2.3%	1.1%	1.5%	1.7%

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.

11. Demographic Characteristics of Respondents (cont'd)

	Jan-Apr Winter Off-Season	May-Jun Spring Shoulder Season	Jul-Aug Summer Main Season	Sep-Oct Fall Shoulder Season	Nov-Dec Winter Off-Season	Total Full-Year
Parties N (%)	74,702 (16.5%)	74,651 (16.5%)	178,622 (39.6%)	80,398 (17.8%)	43,006 (9.5%)	451,379 (100.0%)
Annual Household Income						
Under \$40,000	10.4%	8.1%	7.1%	6.8%	7.7%	7.8%
\$40,000 to \$59,999	12.6%	11.3%	10.8%	12.8%	9.7%	11.4%
\$60,000 to \$79,999	14.4%	12.7%	13.1%	14.5%	14.1%	13.6%
\$80,000 to \$99,999	13.6%	15.0%	13.2%	13.0%	14.4%	13.6%
\$100,000 to \$124,999	12.5%	15.7%	13.0%	13.9%	13.7%	13.6%
\$125,000 to \$149,999	9.7%	7.6%	9.8%	10.1%	10.3%	9.5%
\$150,000 to \$174,999	6.6%	7.4%	7.6%	6.3%	8.2%	7.3%
\$175,000 to \$199,999	5.7%	2.8%	5.1%	3.7%	6.6%	4.7%
\$200,000 or more	6.1%	9.2%	10.7%	9.6%	8.0%	9.2%
Not Stated	8.3%	10.1%	9.6%	9.3%	7.3%	9.2%

Note: '0.0%' indicates 'not applicable' rather than 'zero' because there are no samples in the specific segments.